

ELECTRICAL MERCHANDISING

DECEMBER • 1955
McGRAW-HILL PUBLISHING CO., Inc.
PRICE SEVENTY-FIVE CENTS



An open letter to Apex Dealers...

APEX
ELECTRICAL
MANUFACTURING
COMPANY

FROM THE OFFICE OF THE PRESIDENT

CLEVELAND 10, OHIO



To all Apex Dealers:

This has been one of the most eventful years in the history of Apex which now spans almost half a century. It will be remembered, not as just another milestone, but rather as a year in which Apex made marked progress in sales, product innovations and distribution. You can be sure that the significant gains made during 1955 will have a definite effect on the years that lie ahead.

In keeping with the season, we feel that it is only proper to pause long enough to express our sincere appreciation for your fine co-operation and the acceptance of Apex as your profit line. Much of the credit for our present fine competitive position is due to your aggressive sales efforts.

Looking ahead ... we believe, that with continued sales effort on the present Apex line plus the many new products to be introduced in 1956, you will enjoy another profitable Apex year.

Best wishes for the Holiday Season.

Cordially,

CG Fraunty
President

AC Scott
Vice President

The Peak of Quality FOR MORE THAN FORTY YEARS

ELECTRICAL MERCHANDISING

A McGRAW-HILL PUBLICATION

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EDITORIAL: Season's Greetings

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ELECTRICAL MERCHANDISING



December, 1955

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WHAT'S THE BIG EXCITEMENT?



Refrigerators with a color story that means no inventory headaches!



Refrigerators that blend-in to look built-in!



Ranges with all those features will sell themselves!



See the widest choice of oven sizes on the market!



And don't forget, there are price-leader specials month after month!

Everything's
exciting about

NEW WESTINGHOUSE

Plan now to make Westinghouse advertising pre-sell for you.

Kicks off with FIVE full-color pages in single issue of Life • Studio One demonstrations by Betty Furness week after week • National political conventions on TV • Large scale newspaper space in key cities.

See advance showing at your Westinghouse distributor's.

This is a "must see" line! You'll applaud the changes inside and out. These new ranges and refrigerators are full of the *extras* that are easy to show, easy to sell . . . for extra turnover.

MAKE WESTINGHOUSE YOUR FIRST STOP AT CHICAGO WINTER MARKET-SPACE 11122 MERCHANTISE MART



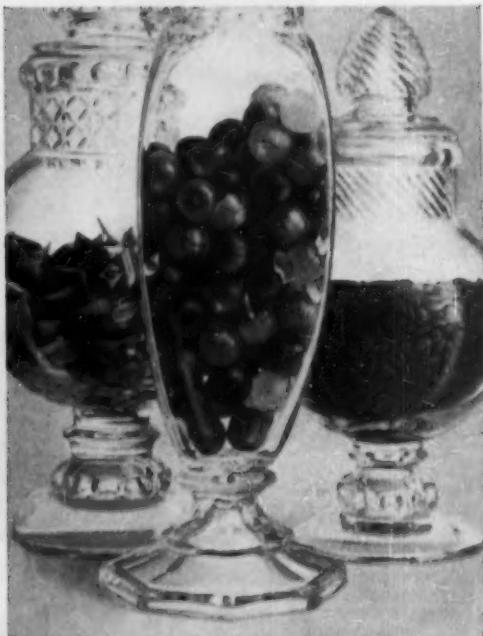
Bound to get tremendous notices coast-to-coast!



I'll sure make plenty of profit with this line!



The most powerful advertising push ever!



10 new Confection Colors!
And a Color Showplace display!

REFRIGERATORS AND RANGES!

Plan now to make Westinghouse your appliance leader in 1956.

The whole line is designed and priced *right* . . . good reason to stock Westinghouse across the board. It's the line with plenty of sales excitement—lots of step-up opportunities—packed with the customer satisfaction that builds a repeat business for you. It's the line that's going to make '56 a banner year in appliance sales and profits!

YOU CAN BE SURE...IF IT'S

Westinghouse

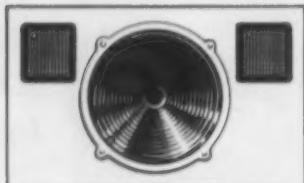
From ZENITH... Pioneer in FM RADIO... another engineering TRIUMPH!

A HIGH FIDELITY FM TABLE MODEL with AM



Super-Symphonie. (Y832R) shown. Also in blond oak color (Y832E), both \$109.95*. Dimensions: 10 1/4" high, 15 1/8" wide, 8" deep.

THREE SPEAKERS!



Not just *two* speakers, but *three*, in this superb FM-AM table model. The tone quality at all volume levels is extraordinary! There is one 7 1/2-inch speaker with powerful Alnico-5 magnet; two extra-sensitive 2 5/8-inch tweeter speakers.

Up to 15,000 CPS!

Zenith's *all-new* Model Y832 reproduces sound up to 15,000 cycles per second, giving you a fidelity of tone you wouldn't dream possible in a radio of this size. Picks up the rich, thrilling highs and lows missed by ordinary receivers.

AND ALL THESE FAMOUS ZENITH QUALITY FEATURES!

- Drift-Free Operation! • Broad Range Tone Control! • Giant DialSpeaker! • Famous Long-Distance AM! • Built-In Antenna! • Phono-jack!

AND REMEMBER! Nearly 7 out of 10 FM-AM radios sold to retailers this year have been Zeniths!

SEE YOUR ZENITH DISTRIBUTOR NOW!

ONLY **ZENITH** BUILDS **ZENITH** QUALITY



The Royalty of RADIO and Television®

Backed by 36 years of leadership in radionics exclusively

ALSO MAKERS OF FINE HEARING AIDS

Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price; slightly higher in Far West and South. Prices and specifications subject to change without notice.

Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR ('55 vs. '54)
DEBT consumers owe on appl.-radio-TV (\$millions)	283	284	278	1.9% BIGGER
FAILURES of appl.-radio-TV dealers	23	16	26	26.6% FEWER
RETAIL SALES total (\$billions)	15.8	15.7	14.2	8.7% UP
DEPT. STORE sales index (1947-'49 = 100)	122	121	112	7.6% UP
PERSONAL INCOME annual rate (\$billions)	307.5	305.3	287.9	4.7% UP
LIVING COST index (1947-'49 = 100)	114.9	114.5	114.7	0.5% DOWN
SAVINGS of consumers, annual rate (\$billions)	15.5	16.6	16.6	16.0% DOWN
HOUSING starts (thousands)	113.0	123.0	115.7	13.0% UP
AUTO output (thousands)	517.7	461.6	236.5	49.4% UP
UNEMPLOYMENT (thousands)	2,131	2,149	2,741	18.2% BETTER

(Sources, in order: FRB, Dun & Bradstreet, Dept. of Commerce, FBB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

Everyone's looking forward to a very Merry Christmas.

If it materializes — and it's hard to see any good reason why it shouldn't — the year will probably go down in the record books as the best the appliance-radio-TV industry has ever known.

Preliminary figures being compiled for ELECTRICAL MERCHANDISING's annual January Statistical and Marketing Issue indicate that almost every product will better 1954's performance during 1955. For many lines, all time records will have been chalked up by the time 1955 ends.

For example, there's little doubt that TV will break both production and retail sales records. The only question still unanswered at the moment is: by how much will the old records be beaten.

Another industry sure of a new record is electric bed coverings. Some of the biggest manufacturers in the field tell us that their only problem right now is meeting demand. One manufacturer thinks he could have sold 20 percent more than he will produce in 1955 — if production facilities had been available. The industry edged over the million mark for the first time last year; in 1955 it will move well beyond that level and sales will probably total somewhere in the neighborhood of 1,350,000 units.

Even more encouraging, manufacturers are looking forward to new gains in 1956.

Don't underestimate the speed with which product innovations are being made — and are being accepted by the public.

Manufacturers tell us that (despite their extensive market research work) they have been surprised by the heavy sale of certain new products in 1955. As noted here last month color

has been moving very well. Built-ins are selling, too. One major producer says now that built-ins will account for 25 percent of his range volume in 1956.

The success of its pre-plumbed, pre-wired kitchen counter units has led General Electric to conclude that the industry is moving to the edge of a new era — an era in which emphasis will be placed largely on the combination units and in which individual appliances will be less important.

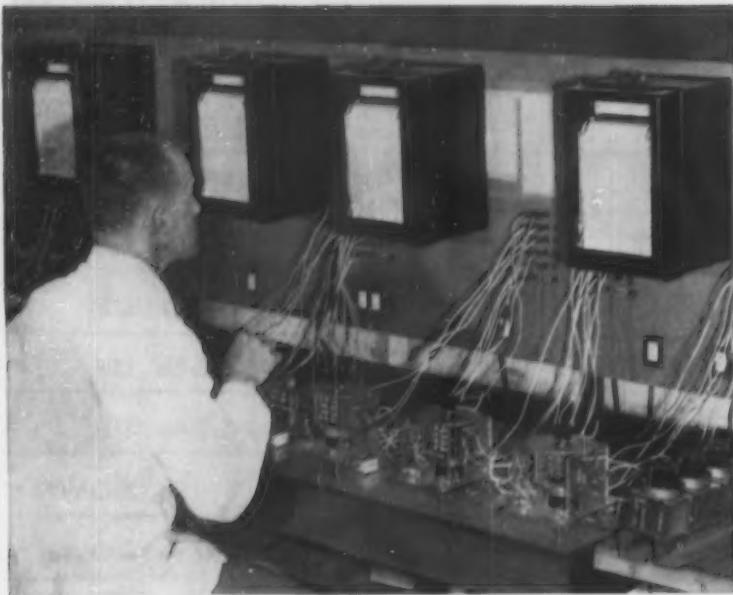
Even the less "glamorous" new products are being well received. Manufacturers who have quick-recovery water heaters in their lines are terrifically impressed over the acceptance of these units and they are looking forward to further gains in the year ahead. One big firm thinks that these units will account for 20 to 25 percent of its water heater sales in 1956. Another firm, just beginning to market such a unit, says that "there is no question but what this type of model will provide new life to the electric water heater market."

In the radio-TV field new developments are also on the horizon. New 110 or 120 degree deflection tubes now in the laboratories will make possible shallower, more compact television sets. Portable TV sets have enjoyed phenomenal acceptance during the fall. In the radio field, there is no doubt that more and more firms will begin marketing transistorized sets.

The product revolution extends to the electric housewares, too. G-E's W. H. Sahloff said recently that 80 percent of his division's business over the next 10 years will come from products which aren't even on the market today.

All of these developments bring new responsibilities and problems to the dealer. He must expand his business to handle them, he must be ready to sell them aggressively (for they are, after all,

(Continued on page 6)



This man tests Genuine Whirlpool timers under severe, full-load conditions. Specifications: washer timer electrical contacts must operate a minimum of 6,000 times . . . dryer timer contacts 10,000 times.

He tortures timers to keep profits in your pocket

Genuine Whirlpool replacement timers are tested to prevent costly service call-backs

Constant testing of Whirlpool washer and dryer timers on automatic Esterline-Angus recorders — like those above — is your assurance that the Whirlpool timers you install will operate properly over long periods of time. Tested Whirlpool replacement timers help you build customer satisfaction and your reputation for reliability. Genuine Whirlpool timers help prevent service call-backs — and you know how costly return calls can be.

On any Whirlpool service call, be sure the job is done right the first time . . . install only genuine Whirlpool replacement parts. They're precision-made and tested to fit right and work right in a Whirlpool. See your Authorized Whirlpool Distributor or A.P.J.A. parts jobber.

service division

WHIRLPOOL-SEEGER CORPORATION

St. Joseph, Michigan

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

Always Use Genuine Whirlpool Replacement Parts . . . They Meet The Toughest Specifications In The Industry.

TRENDS continued

completely new products with no public acceptance as yet) and he must be ready to shoulder the problems of installing and servicing these products.

But there's promise as well as problems ahead for the dealer. Most important, these new products insure that it will be many, many years (if ever) before the industry will be stymied by a saturated market. The new products give new dimensions to the industry which the dealer serves.

A year-long drive aimed at selling improvements in the home — including kitchens, laundries, and individual major appliances — will be kicked off on January 16. Housing Administrator Albert Cole will issue a federal proclamation on that date calling attention to Operation Home Improvement, a movement designed to
 (Continued on page 10)

MANUFACTURERS' SALES

		1955 (Units)	1954 (Units)	% Change
DEHUMIDIFIERS	Sept.	7,873	1,369	+475.09
	9 Mos.	89,756	70,040	+28.15
DISHWASHERS	Sept.	30,515	21,194	+43.98
	9 Mos.	212,500	141,066	+50.64
DRYERS, CLOTHES, Electric	Sept.	126,575	79,421	+59.37
	9 Mos.	667,897	376,282	+77.50
Gas	Sept.	43,330	27,663	+56.64
	9 Mos.	230,632	145,692	+58.30
FOOD WASTE DISPOSERS	Sept.	50,164	40,364	+24.28
	9 Mos.	371,411	285,925	+29.90
FREEZERS	Sept.	72,987	63,268	+15.36
	9 Mos.	519,059	534,491	+ 8.34
IRONERS	Sept.	9,114	8,905	+ 2.35
	9 Mos.	63,554	64,865	- 2.02
RADIOS, HOME	Sept.	417,802	352,499	+18.53
	9 Mos.	2,209,944	2,096,379	+ 5.42
PORTABLE	Sept.	139,164	76,271	+82.46
	9 Mos.	1,495,059	1,033,470	+44.66
RADIOS, AUTOMOBILE	Sept.	511,278	296,327	+72.54
	9 Mos.	4,980,457	2,843,740	+75.14
RADIOS, CLOCK	Sept.	234,106	207,226	+12.97
	9 Mos.	1,341,902	1,068,853	+25.55
RANGES	Sept.	101,100	99,611	+ 1.49
	9 Mos.	979,888	843,699	+16.14
REFRIGERATORS	Sept.	313,143	271,860	+15.19
	9 Mos.	3,210,337	2,728,641	+17.65
Two-Door Models	Sept.	53,376	32,502	+64.22
	9 Mos.	535,911	306,314	+74.73
TELEVISION	Sept.	939,515	947,796	- .87
	9 Mos.	5,760,506	4,733,315	+21.70
VACUUM CLEANERS	Sept.	308,345	238,235	+29.43
	9 Mos.	2,389,642	1,940,035	+23.18
WASHING MACHINES, Automatic & Semi	Sept.	314,266	265,299	+18.46
	9 Mos.	2,269,024	1,695,790	+33.80
Wrinker & Spinner	Sept.	100,648	114,367	-12.00
	9 Mos.	886,352	882,082	+ .48
WATER HEATERS, Storage	Sept.	67,675	62,320	+ 8.59
	9 Mos.	551,050	476,079	+18.75

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfg. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfg. Assn.; Radio & Television—Industry Production Estimate by Radio-Electronics-Television Mfg. Assn.; All Others—NEMA Member, not industry.

now it's...

HOOVER

FINE APPLIANCES

...around the house, around the world



- A **New Hoover Pixie**—goes anywhere dirt goes—all the quick "pick-up" jobs. Complete with Veriflex hose, wand, brushes and crevice tool, \$39.95 (without tools, \$27.95).
- B **New Hoover Automatic Coffeepot**—gives you that real, old-fashioned coffee flavor every time. \$29.95.
- C **New Hoover Steam-or-Dry Iron** with the first stainless steel soleplate—faster on any fabric. \$19.95.
- D **New Hoover DeLuxe 63**—"It beats as it sweeps as it cleans." Prolongs rug life, keeps colors bright. \$124.95.
- E **New Hoover Constellation**—with the only double-stretch hose—cleans twice the area of any other cleaner. \$97.50.
- F **New Hoover "Minute-man" floor polisher-scrubber**—makes floors gleam with less work. \$69.95.*
(*plus excise tax)

If you think of Hoover as just the world's leading vacuum cleaner manufacturer, we wish you'd take a second look at our headline.

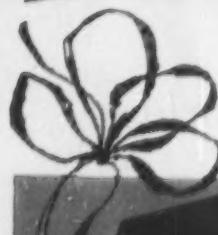
It says "Hoover Fine Appliances" because, as our picture shows, we're makers of a whole line of quality products.

It says "around the house" because Hoover appliances are designed to help in every room.

It says "around the world" because we are manufacturing appliances in 9 different countries, and people are buying them in over 100 countries.

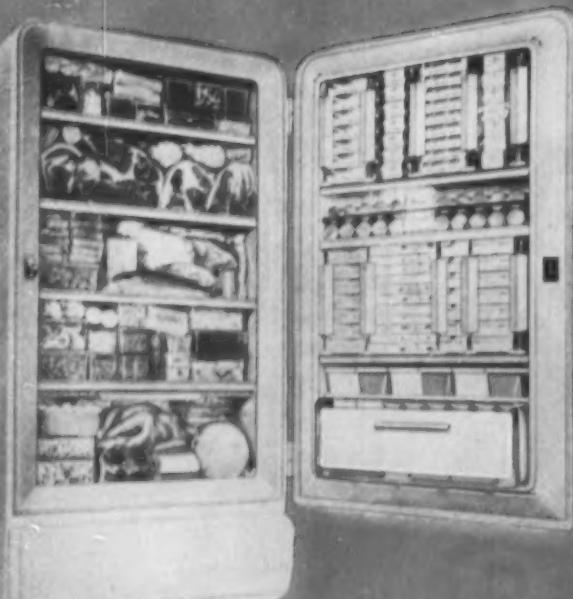
"Hoover Fine Appliances . . . around the house, around the world!" If you are not selling these fine Hoover appliances, you should be! Call your Hoover salesman for information on cleaners . . . and your Hoover distributor for facts on traffic appliances.

TWO high-profit Holiday



1. Ever Popular Amana Freezers...

Freezers from Amana, world's largest manufacturer, proved most wanted by actual survey! Features like these keep them on top year after year:



- Every cu. ft. counts . . . no "fake" freezer space! This Model 19 holds full 685 lbs. of food.

- Positive Contact Freezing. Coils top, bottom and every shelf freeze more food, faster . . . insure even-zero temperature for constant food protection!

- Stor-Mor Door. Holds 80 lbs. of food alone! Automatic, adjustable package holders dispense food in order stored. Special rack holds 20 cans of frozen fruit juice concentrate.

- Dessert-Bar—"Planned-Over" Shelf. Special ice cream, frozen dessert compartment with pull-down door. Six colorful containers in special shelf for leftovers. Real thrift appeal!

- Durable design . . . quality construction. Extra-strong "X-Brace" frame. Super-dense, double-thick insulation. All metal cabinet is Bonderized. Two-coat enamel is electrostatically applied. Beauty that lasts, and beauty that sells!



2. New Amana Freezer Plus Refrigerator

First Genuine Freezer *Plus* Refrigerator in America! Finest Amana Quality—backed by big sales features like these:



- Model FPR-18 holds 297 lbs. of frozen food in giant 8.5 cu. ft. freezer section . . . refrigerator space equal to conventional 12 cu. ft. model. Economical FPR-14 has 220 lb. frozen food capacity . . . 10 cu. ft. refrigerator model equivalent capacity.

- Automatic Temperature Control—insures even 0° in freezer, constant 40° in refrigerator. Refrigerator defrosts automatically.

- Jumbo-Size Stor-Mor Door. Holds quart-size bottles. 3-qt. beverage pitcher pours from door, removable for table use. 6-lb. cheese keeper, 3-lb. butter keeper. Egg drawer holds 2 dozen.
- All shelves plus top and bottom, are prime freezing surfaces. Exclusive with Amana!
- Both doors operate with easy-push handles. Engineered lighting in both sections, and door shelves.
- Plus dozens of other exclusive, saleable Amana features that make this Stor-Mor Freezer Plus Refrigerator America's top new Kitchen value!

hits from *Amana* for you!

them as presents...
and watch your profits grow!

Peak prosperity means top Christmas buying. Set your sights now for big-ticket sales with top-profit margin.

Feature Amana's new and *newsworthy* Freezer-Plus-Refrigerator, the sparkling combination everyone's talking about. It's a natural for any and all families—large or small, house or apartment. And it's pre-sold for you through smashing spreads in *Life*, *Post*, *Better Homes and Gardens* and *McCall's*.

Not to speak of Amana's powerful CBS-Television Network program—"The Phil Silvers' Show" with lovely Laraine Day selling for you.

And what more natural Christmas gift than an Amana Freezer—most wanted in America by actual survey! Like all Amana products—a quality line that keeps you in mind when it comes to profit! Because Amana *knows* dealer profits are important. Backs its dealers hard, with: (1) Top-quality product . . . (2) Aggressive advertising and constant promotion . . . (3) Solid price-structure . . . (4) Continuing consumer acceptance and demand!

Sell *Amana* this Christmas—and reap the long profit. In FREEZER-PLUS-REFRIGERATORS, as in FREEZERS, it's "The Opportunity Line!"



Interested in New Year Profits for '56 and the Future?

If you don't handle Amana Products now, why not look into the big profit opportunities Amana can bring. Amana is growing with America, and new lines are on the way. Fill out the coupon, we'll be glad to hear from you!

Amana Refrigeration, Inc.

Amana 16, Iowa

Gentlemen: Please send me information on:

<input type="checkbox"/> Freezers	<input type="checkbox"/> Freezer Plus Refrigerators
<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> All

I would like an Amana Dealer Franchise.

Name _____

Address _____

City _____ Zone _____ State _____

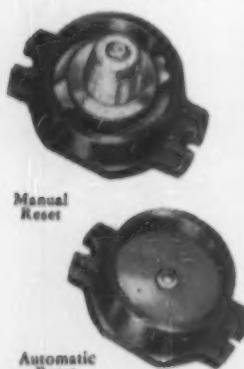
AMANA REFRIGERATION, INC. • AMANA 16, IOWA



"We Strongly Recommend KLIXON Motor Protectors"— States Motor Rebuilder

DUNCAN, OKLA.: Mr. Charles Hendrickson of Duncan Electric Company, knows the value of Klixon Inherent Motor Protectors . . . recommends them to his customers. Here's what he has to say:

"In our repair work we strongly recommend the use of Klixon Motor Protectors to our customers. In fact, most of our customers request they be installed to guard against motor burnouts."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE
BOOKLET, "THE STORY OF THE SPENCER DISC"

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2512 FOREST STREET, ATTLEBORO, MASS.

KLIXON
MADE IN U.S.A.

TRENDS continued

draw everyone in the housing industry under one flag in a giant-sized effort to modernize the American home.

Here's how the appliance dealer can make the most out of Operation Home Improvement:

(1) Get acquainted with FHA Title I. Much of the modernization will be financed in this way.

(2) Get acquainted with your banker. He'll often be the first person contacted and he'll also be able to help your customers finance their remodeling.

(3) Cultivate contractors, electricians and plumbers. You'll need their services—and not their competition—to capitalize on the promotion.

(4) If you're equipped to do complete kitchen planning you might consider an ad campaign built around the Operation Home Improvement theme.

The OHI seal is open for use by any dealer. Officials estimate it will appear in some \$200 million worth of advertising during the year. There will be plenty of editorial support for the movement. "Collier's" will feature the seal editorially in its January 20 issue. "American Home" will devote 11 pages to it in February. And "House Beautiful" will devote the entire February issue (including the cover) to Operation Home Improvement. End

MANUFACTURERS' SALES

Electric Housewares—NEMA Members Only, Not Industry	1955 (Units)	1954 (Units)	% Change
BED COVERINGS	Sept. 177,246	149,406	+18.63
	9 Mos. 700,171	510,275	+37.21
COFFEE MAKERS	Sept. 413,961	323,760	+27.86
	9 Mos. 1,868,721	1,960,813	-4.70
CORN POPPERS	Sept. 83,178	89,398	+.95
	9 Mos. 277,284	310,686	-10.75
DEEP FAT FRYERS	Sept. 36,421	35,199	+3.47
	9 Mos. 156,114	234,306	-33.37
HEATERS, PORTABLE: Convector & Radiant.....	Sept. 33,718	36,238	-6.95
	9 Mos. 68,148	75,985	-10.31
Fan-Forced & Fan-Heaters.....	Sept. 129,677	110,647	+17.20
	9 Mos. 362,782	334,392	+8.49
HEATING PADS	Sept. 273,461	218,062	+25.41
	9 Mos. 1,417,229	1,113,279	+27.30
HOTPLATES—DISC STOVES	Sept. 48,028	42,719	+12.43
	9 Mos. 286,233	280,560	+2.02
IRONS: Traveler.....	Sept. 42,261	60,269	-29.88
	9 Mos. 199,592	283,764	-29.66
Standard Automatic.....	Sept. 187,265	189,778	-1.32
	9 Mos. 1,267,112	1,174,774	+7.86
Steam & Steam Attachments.....	Sept. 539,674	448,489	+20.33
	9 Mos. 2,857,293	2,237,480	+27.70
Non-Automatic.....	Sept. 11,810	11,398	+3.61
	9 Mos. 61,149	53,292	+14.89
TOASTERS: Automatic.....	Sept. 270,346	318,845	-15.21
	9 Mos. 1,646,871	1,448,672	+13.68
Non-Automatic.....	Sept. 17,330	37,110	-53.30
	9 Mos. 133,613	163,616	-18.34
WAFFLE IRONS & GRILLS: Single Units (Waffle Irons, Sandwich Grills).....	Sept. 13,659	16,111	-15.22
	9 Mos. 47,656	53,648	-11.17
Combination Units.....	Sept. 93,911	98,558	-4.72
	9 Mos. 485,053	445,905	+8.78



Wherever you look... they're giving Emerson portables

The world's most wanted gifts make the season's easiest sales...and the industry's greatest profits!

Cash in for Christmas by featuring Emerson portable gifts for Americans on the go! Feature the top line of portables...tops in eye-appeal...and top level trouble-free performance.

Priced to please, they're priced for *your* profit. Make this your biggest Christmas ever by featuring and selling Emerson portables...the gifts that sell themselves!

And wherever you look...look for Emerson TV, radios, phonographs, air conditioners.

THE IDEAL GIFT

Emerson

Emerson Radio & Phonograph Corp., Jersey City, N. J.



*Reg. U. S. Pat. Off.

A. EMERSON TRANSISTOR POCKET RADIO (Model 838) You can hear it up to 300 feet away! Tiny transistors are virtually unbreakable, never wear out. Batteries last 10 times longer. Size, 6" wide, 3 1/4" high, 1 1/4" deep, weighs about 16 oz. Retail, \$44 with batteries.

B. EMERSON "NEVER-BREAK" 3-WAY PORTABLE RADIO (Model 833) ...tossed from a speeding sports car, the case was not cracked, dented, scuffed or marred in any way! Money-back guarantee against breakage. Works on AC-DC or batteries. Retail price, \$36.

C. EMERSON 3-SPEED PORTABLE PHONOGRAPH (Model 841). Handsome, compact leatherette portable. Self-starting constant speed motor. 10" wide, 5 1/4" high, 13" deep. Retail at \$24.

D. EMERSON 3-SPEED HI-FI PORTABLE PHONOGRAPH (Model 819). Hi-Fi amplifier with two self-contained coordinated Alnico Dynamic speakers. Compact leatherette case. Retail at \$68.

E. EMERSON PORTABLE TV (Model 1146). First and finest AC-DC Portable TV! Exclusive Emerson Dyna-Power Chassis for movie-sharp pictures. Parts last up to 10 times longer, too. Emerson AC-DC Portable TV Sets start at \$98.

F. EMERSON PORTABLE AIR-CONDITIONER. The sensation of the industry! Install it permanently, or use it as a portable. Like having two or three air conditioners for the price of one! Emerson Air Conditioners start at \$188.

White shatters all records in '55!

1956 to be even greater for **White dealers!**

No need to review White's 1955 triumphs here—the whole trade knows White paced the water heater industry. Plans for 1956 are being unveiled in regional meetings throughout this month of December. You may not be able to attend them—but you can benefit from them, starting right now, by contacting your White distributor TODAY. Or write White direct!



✓ **More Complete Line!**

White bettered your competitive position by expanding its line in '55. Watch for NEW developments in '56.

✓ **Production DOUBLED!**

Twice as many WATER-HOTTERS to fatten White dealers' bank balances!

✓ **Plant Facilities INCREASED!**

Substantial addition to the Middleville plant—plus acquisition of production from two NEW plants—means faster shipment of more heaters at lower cost!

✓ **Dealers' Sales HIT NEW HIGH!**

Expanding markets in every state have boosted dealers' sales terrifically!

✓ **Biggest Advertising Year!**

White national advertising has been outstanding for more than a decade. Watch '56. Bigger than ever!

✓ **Promotions and Incentive Programs!**

Along with increased national advertising comes bigger, more profitable retail promotions—bigger, better, more profitable incentive programs!

Water Heating Specialists Since 1930

White

WATER-HOTTERS

Automatic Water Heaters—Electric or Gas

WHITE PRODUCTS CORPORATION, Middleville, Michigan, Division of Lamb Industries, Inc.

TRENDS

in the EAST

By Robert W. Armstrong



Record profits likely for '55 . . . November sales overcome October lull . . . Dealers building volume on TV and laundry . . . Christmas optimism overflows

CALL it a pre-Christmas lull or Halloween doldrums or anything you like, but sales dropped off during the last part of October in many parts of the East. Whatever it was, it didn't worry anybody and by mid-November business was back on the track toward a new record in volume.

Part of the decline, of course, could be attributed to a seasonal fall-off in refrigerator sales. Traditionally, refrigerator movement slows down to a crawl in October and November, then starts building back toward a July gallop. However, a few dealers also report that TV didn't do as well as it is historically supposed to. October is usually the second-best month of the year in TV sales, but some eastern retailers found that this year it didn't compare with September, although nobody called volume poor.

One Philadelphia dealer said that volume hadn't accelerated as fast as expected, although it equalled October of '54.

TV sales in early November were another—and happier—story. A Washington dealer reports that he sold more sets during the first two weeks of November than in all of October, a statement more indicative of general feeling.

Nearly every reporting dealer makes it a point to say that his TV sales for '55 are anywhere from 15 to 30 percent ahead of 1954 for the first 10½ months of the year and many confidently predict further increases before year's end. What's more, sales are leaning heavily toward 21- and 24-inch consoles, the big ticket stuff. So it's almost a safe bet that eastern merchants will write both more sales and make more gross per sale.

More profits as well as more volume is likely to be the picture across the board for 1955. Of all the reasons for this the one with the widest application is probably that dealers are learning to do business in a cut-throat market without donating all their blood. They

take advantage of specials (some of them made especially for the purpose), buy more cagily, keep their operating costs down, demand (and get) big co-op allowances, buy in quantity (or get quantity prices), and finally but not least, play the discount shopper's own game.

One Philadelphia dealer attributes part of his better profit picture to the fact that he didn't take a 1954 licking on his 1955 air conditioner sales. Prices, he says, were maintained at a level which gave him a profit and he didn't get stuck with any carryover. As another example of new dealer practices, plenty of them are, at this writing, scrambling around for 1955 merchandise which they can special at attractive discounts in 1956.

Laundry equipment still keeps its lead in white goods sales. Month in, month out, more dealers speak kindly of laundry sales than of any other appliances. One Buffalo area dealer, for example, says, "Washers and dryers are the only bright spot now in major appliances." From New York a dealer reports, "Although appliance sales in general tapered off, automatic washers and TV continued to move upward . . . Refrigerators took a seasonal drop, although finishing up better than last year . . . Electric ranges, which showed some activity last month, are now back to normal." In Washington special promotions and a "time to rewire" campaign aided dryer sales and one firm reports a dryer sale for every three washer customers. In Boston a multiple store group says simply that they sold 3,900 washers this year against 2,600 last year. A northeastern distributor reports "Washers have been good all year, although they're only running about 10 percent over 1954."

Hi-fi, long heralded for its potential but seldom a winner, is beginning to show signs of band-wagon life. Says one Boston dealer, "There's a growing trend toward hi-fi. We play this up big around here. It started with the younger crowd—particularly boys who were willing to buy them part by part and put them together. Now the older people are buying both ready-made sets and parts." In Philadelphia two stores recently set up separate hi-fi departments, each with its own manager, and they're finding that the business is both profitable in itself and helping overall store business.

Christmas optimism, at this writing, is still running high. Upper New York State dealers were getting demands for small appliances, record players and radios before mid-November. Philadelphia dealers have been buying heavily in holiday merchandise. Washington dealers got into the holiday mood early, have been advertising pre-Christmas sales since early November. Bostonians, as usual, muttered about the early appearance of Christmas displays (before Thanksgiving), but, also as usual, enough of them would buy to make the dollars talk louder than the grumblies.

As one dealer said recently, "Merry Christmas—and this year I can mean it!"

REGION BY REGION

in the MID-WEST

By Jack Lane



All-color telecasting stirs no enthusiasm in Chicago . . . Freight car shortage slows deliveries . . . Long trades kill profits for many Midwest dealers

LAST month's announcement that NBC's Chicago outlet, WMBQ, will commence all-color telecasting by next April stirred only a faint ripple of interest among appliance men. Manufacturers, generally, doubt that this is the big opening wedge the industry's been waiting for. They cite high prices as the chief barrier still standing between color TV and consumers. Dealers, too, for the most part seemed listless, almost uninterested in NBC's announcement. Some have been stuck in the past with color sets returned by dissatisfied users, others have carried a few in inventory without finding buyers at all. "Let's wait 'til April and see," is the general reaction.

Not so Chicago's flamboyant merchandiser, Sol Polk of Polk Brothers. Polk immediately placed an order for 500 RCA sets, says NBC's action heralds color TV acceptance all over the country. In Kansas City one prominent retailer pooh-poohed Chicago's lack of enthusiasm. "Why," said he, "if this happened in Kansas City, I could go out and sell color sets with no trouble at all. High prices? Nonsense. There's a cream market ready to buy. They'll pay \$1,000 for a color TV set just as they paid that much and more for radios in past years. Just give me color, brother, I'll sell the sets."

The farm market ("It's not one market at all but many markets") is greatly neglected by appliance retailers, according to Victor Hawkins, director of research, Capper Publications. "The Midwest farm area will buy more appliances just as it will buy more of many products," says Hawkins, "if it is sold. Really enterprising appliance dealers will find new markets, new applications waiting to be tapped."

Hawkins cited the second range market. "Lots of farms have two ranges in the kitchen. In other cases, farm kitchens have a combination gas-coal or a straight LP gas range. Here's (Continued on page 14)

TRENDS REGION BY REGION

a golden opportunity for dealers to get out there and sell them an electric range."

Newest applications he's heard of, said Hawkins, is the use of domestic water heaters in hog farrowing houses. Clever farmers have found they can install one (in some cases two) electric or gas water heaters in these houses, pump hot water through pipes imbedded in the concrete floor, and save the lives of newborn pigs by protecting them from too early exposure. Building plans for such houses are now available. Hawkins suggests rural dealers give the plans free to farmers who purchase water heaters for this use.

The Kansas Power & Light Company, Topeka, is now completing a survey of all rural homes in the state which is said to be the first of its kind in the country. In cooperation with other Kansas electric utilities, KPL has surveyed a 10 percent sample of all users of electricity in the state, projected the figures to state wide totals based on a 95 percent return on the survey. When released, the survey will show that Kansas farm folk are ready to buy some \$20,000,000 worth of appliances. Figures will be broken down by type of appliance.

One midwest distributor expects to build a profitable business in the sale of low-priced, foreign-made sewing machines. He claims the lower priced units appeal to about 90 percent of the market—women who do very simple work only. In a test marketing program, he reports almost phenomenal sales by dealers who advertised and promoted these machines. Profit margin to the dealer is good, he declares, as high or higher than that on major appliances. He's just finished negotiating with a Japanese firm, hopes to put their machines into distribution by the first of next year.

If you have trouble getting merchandise from Chicago, the fault may lie with the railroads, not the manufacturer. The freight car shortage, described by some traffic authorities as the worst in peacetime history, has grown from an average daily deficit of 9,925 cars in mid-June to 21,542 a day at latest count. Although railroads have stepped up their new car ordering, it may be a year or more before the pinch is eased. One manufacturer attributes the shortage to bumper grain crops especially in the northwest. Perishable grains must be moved and appliances must wait. Meantime, the appliances manufacturers, among others, scamper through the rail yards on a search for the right kinds of cars to move their merchandise.

Appliance sales, broadly speaking, are good—still good—in most parts of the Midwest. But, while unit volume holds up, profits are down. Chief reason for this situation seems to be longer trade-ins offered by more and more dealers. It's just another form of discounting, of course, and it's got many a dealer worried as he reviews his monthly statement.

The electric clothes dryer still leads the pack in many Midwest areas. Described in this column last month as the "queen" of appliances, the dryer shows sales increases for September in the Midwest over the same month a year ago of as much as 83 percent. National increases averaged 58.7 percent for the same period. In some parts of the Midwest electric clothes dryer sales run as high as 96 percent ahead of last year for the first nine months of 1955.

In a year-to-date statement, The Kansas Gas & Electric Co. (Wichita) shows total appliance sales in its area off 13 percent against first nine months last year. Seasonal equipment sales have dropped. Unit room coolers are down 36.6 percent, dehumidifiers down 38.6 percent, refrigerators are off 6.8 percent and freezers dropped 18.2 percent. On the bright side, other appliances offset the losses by chalking up phenomenal gains. Dryer sales nearly doubled and bed coverings are up 60.4 percent. Electric ranges are up 36.1 percent and automatic washers are up a healthy 33.9 percent.

Minnesota Power & Light Co. (Duluth), reports dryers 44 percent ahead, automatic washers up 38 percent, refrigerators up 38 percent and dishwashers 49 percent. Range sales gained 17 percent and garbage disposers up 84 percent.

The Union Electric Co. (St. Louis) spotlighted three leaders in sales increases. Dishwashers are up 150 percent, dryers up 66 percent and automatic washers up 60 percent. The big losers were electric sinks, down 87 percent, electric blankets, down 53 percent and ironers, down 31 percent.

... in the SOUTH

By Amasa B. Windham



November sales bounce back from October decline . . . Dishwashers and water heaters hit peak volume

MANY southeastern dealers were surprised to find that appliance sales declined slightly in October and few could explain the decline, especially in view of the fact that for the first two weeks in November, the boom seemed to be on again, and selling had gotten back to the terrific pace it has maintained all year.

"The October drop wasn't seasonal," declared one Memphis retailer, "because October usually is a steady month for appliance selling." This dealer said he did not believe President Eisenhower's heart attack had anything to do with it either, since wages, salaries and other economic factors were not affected. "Just one of those things," he dismissed it.

Almost every section of the Southeast—excluding the Florida peninsula—felt the brief decline in sales. Birmingham dealers, for example, noted a drop in refrigerator sales while Atlanta, Charlotte and Memphis all reported a fall-off in electric range sales.

One possible explanation was offered by an Atlanta wholesaler that new lines would be

unveiled soon and the public was holding back to get a look at them. But this theory can be quickly dispelled by pointing to November selling. Appliance sales for the first two weeks in November were not only on the increase again, but were higher in many areas than for a comparable two weeks throughout the year.

Atlanta reports that refrigerator sales have begun to surge ahead again and the best sales year is expected since 1951. Smart trade-in offers and concentrated selling is credited with the increase. Contacts also cite the fact that Atlanta, like almost every other city in the Southeast, has undergone tremendous growth and now its suburbs spill out for scores of miles from the Georgia capital. All this means, of course, heavy appliance selling.

As in most of the other areas of the Southeast, electric water heaters and dishwashers are in the van of best sellers in Atlanta. The increase in water heater sales over the comparable period for last year is estimated at 15 percent or better, while the increase in dishwasher sales is set at approximately 25 percent. Atlanta dealers have always been among the leaders in the sale of all-electric kitchens but this year, due mainly to manufacturers' and distributors' concentration on the big department stores, dealers in the Georgia metropolis are hanging up new records in the sale of all kinds of kitchen items—refrigerators, home freezers, dishwashers and even disposal units.

Refrigerator sales in Charlotte, off about 20 percent from October 1954, surged up again during the first two weeks in November and a veteran observer in that city predicted that November and December sales should compare favorably with the record years of 1951 and 1952. Electric range sales are running slightly ahead of last year in Charlotte, Raleigh, Columbia and Charleston. Other items which are running far ahead of 1954 in the Carolinas are water heaters, home freezers, television and automatic washing machines.

Birmingham felt the October decline in sales to a lesser extent than most other Southeastern areas. Dealers in the Magic City noted

(Continued on page 23)





No. 1 in independent survey among servicemen



"Fewer returns" votes for "Silver Screen 85" were more than twice that of No. 2 and No. 3 brands combined.

Best quality and consumer demand important reasons why servicemen make "Silver Screen 85" their No. 1 choice.

Servicemen gave "Silver Screen 85" the highest vote of confidence paid any picture tube in a national survey recently conducted by an independent research corporation. "Silver Screen 85" took top honors in answer to the key question, "what picture tube do you consider best regardless of price?"

FEWER RETURNS

"Fewer returns" were experienced with "Silver Screen 85" than with the No. 2 and No. 3 brands combined. "Best quality" and "better picture" were highest among reasons servicemen gave for voting "Silver Screen 85" No. 1.

PUBLIC DEMAND

Consumer demand was one of the factors of importance servicemen credited to "Silver Screen 85" according to the survey. When asked why they specified brand to their distributors, more servicemen named public demand as their reason for "Silver Screen 85" preference.

In fact, among the top four reasons why servicemen specified brand, "Silver Screen 85" again took 1st place.

You, like the servicemen who offer its high praise, can profit from "Silver Screen 85's" success story. Make "Silver Screen 85" your good-will leader. Feature it; promote it; you'll develop strong customer relations and high word-of-mouth recommendations. Your business will flourish and so will profits.

 **SYLVANIA®**

SYLVANIA ELECTRIC PRODUCTS INC.
1740 Broadway, New York 19, N. Y.
In Canada: Sylvania Electric (Canada) Ltd.,
University Tower Bldg., Montreal

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

PROMOTE LEWYT for "BIG TICKET" CHRISTMAS VOLUME

1 out of 4 LEWYTS
is bought as a *GIFT!*

CHRISTMAS is the biggest vacuum cleaner season of the year! Retail cleaner sales this December alone will hit a staggering \$34,000,000!

GET YOUR SHARE by featuring the LEWYT! Surveys show 1 out of every 4 Lewyts is bought as a gift — and small wonder!

IT'S THE MOST ADVERTISED CLEANER with a record smashing number of ads in top magazines, outdoor posters, radio, TV — right up to Christmas!

IT'S THE EASIEST-TO-USE CLEANER! For the first time EVERYTHING ROLLS ON WHEELS — cleaner, tools, — yes, even the nozzle! So, for "big-ticket" volume — DO IT with LEWYT!

*The Cleaner rolls...
The Nozzle rolls...
EVERYTHING ROLLS!*

LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N.Y.



NOW READY-
**POWERHOUSE LEWYT
CHRISTMAS PROMOTION**

It's a complete "package" — includes everything from unique displays to powerful newspaper mats!

phone your LEWYT distributor NOW!

DO IT with LEWYT

Also sold through leading Canadian Distributors

feast your eyes on

Magic
Chef

Style Star
for fifty-six

America's
most exciting
new
gas range



the new "One and Only"

Magic Chef

GAS RANGE



Style Star
for fifty-six

FIRST

to combine
modern styling
with today's two
most important
sales trends

the steadily
increasing popularity of the

36" GAS RANGE

The modern compact modular
unit already selling over
60% of the market

the consistently
growing demand for

A LARGER OVEN

More cooking space to
meet the needs of
growing families

FIRST to bring you a beautiful new 36" gas range with the

WORLD'S LARGEST GAS RANGE OVEN

Feast your eyes on the first and finest for fifty-six in



**Magic
Chef**

**Here's New Styling.
Beauty, combined
with More Cooking
Space, and Superb
Matchless, Automatic
Cooking Performance**

Magic Chef for fifty-six will be its own best salesman. Your customers will warm to the unmatched beauty and feature-packed performance of this great new Magic Chef... the range styled for today and tomorrow. The new "Family Fare" oven is 60 per cent larger than ordinary ovens. Its many new exclusive Magic Chef features and unsurpassed performance and economy make it the finest, most advanced oven on the market today.

**More exclusive features
than any other oven!**



**AUTOMATIC
CLOCK AND TIMER**

Here's the secret of effortless cooking. Controls can be set to turn oven on automatically and turn it off when meal is ready. No need to check. The carefree modern way to cook.

**RED WHEEL
REGULATOR**

Exact oven temperature is assured with the Magic Chef Red Wheel Regulator. Home-makers know it and trust its accuracy. Gives consistent oven cooking perfection.

**MAGIC CHEF
ROAST-GUIDE**

A Magic Chef exclusive, the only gas range with this amazing feature. Plug in and insert in meat. Dial on back panel tells when meat is just right—rare, medium, or well done.

**OVEN WINDOW
AND LIGHT**

No need to open the door cooking progress. Switch panel turns on ovenlight. glass lets cook see inside better results because heat is not wasted through an open door.

**the range with
the FEATURES . . .**

Magic

is the range

-six in beauty, design, features and performance!

LY FARE' OVEN

-saving cooking center no other gas range can match!



Giant 7000 cubic-inch oven capacity



plus more efficient,
fuel-saving operation

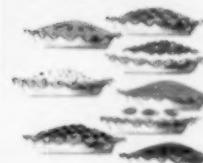
Economically cooks fare for an
entire holiday family meal...

ALL AT ONE TIME!

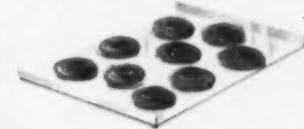


OR 8 pies

OR 6 cakes



OR one pan of brown-and-serve rolls



Full or partly full
USES NO MORE
FUEL THAN
AN ORDINARY
SMALL OVEN



EN WINDOW AND LIGHT

open the door to check
progress. Switch on back
on oven light. Therma-
cooks see inside, assures
results because heat isn't
through an open door.

VAULT THICK INSULATION

Gone are the days of overheated kitchens, wasted fuel. Four-inch-thick insulation keeps heat where it belongs—inside the oven. Quicker, more constant oven heat throughout.

EXTRA-THICK ONE-PIECE DOOR

Oven door is better insulated, too. And one-piece, thicker construction prevents heat loss. Heat-resistant silicone seal around edges lets door close solidly, tightly, more firmly.

NON-TIP CHROME OVEN RACKS

No spilled food in this oven. Easily adjustable racks are designed to eliminate tipping. Racks slide smoothly, with stop to prevent accidents. Chrome construction makes cleaning easy and simple.

Chef

range with the FUTURE!

**new beauty in styling plus
SELF-SELLING
FEATURES
make fifty-six
your Magic Chef
PROFIT YEAR!**



**FIRST
In
sales
features!**

- Full-view fluorescent work-top lighting
- Handy electric appliance outlet on back panel
- Concealed oven vents
- Removable easy-to-clean chrome handles on oven and broiler doors
- Rounded oven corners for easy cleaning
- 100% safety shutoff
- Pilot Filters
- Lifetime Titanium Porcelain enamel finish inside and out
- Sturdy, welded all-steel Construction



OUTOMATIC BROILER

Featured on large-oven models. Two-piece broiler pan slides out automatically when door is opened. Front well catches drippings, makes basting easy. Big 330 cubic-inch capacity. Can cook an entire broiler meal.



MAGITROL GRIDDLE

Thermostatic control keeps cast aluminum griddle at exact temperature. White porcelain cover converts griddle to stovetop work space. Drip pan eliminates smoking, slides out for easy grease removal and cleaning.



MAGIC FLAME UNI-BURNER

Fast-lighting, even-heating burners are adjustable from "warm" to fast hot flame. Aluminum burner caps will not discolor. Two burners are combined into one piece that lifts out easily, washes like a dish.



SWING OUT BROILER

Broiler swings out to handy position for turning meats. Door protects from spatter. Big broiler pan is adjustable to four positions. Can be lifted out easily and washes like a dish. Available on standard oven models.



MAGIC-RAY

Charcoal-broiled flavors right in the kitchen. Magic Ray grid give 40 per cent faster preheat for quicker broiling starts. Maximum heat radiation assures thorough, even broiling over entire broiler area.



MAGIC-LITE IGNITION

You can see the difference—feel the difference. An automatic ignition system that's 75 per cent cooler than old-fashioned pilots. Tiny bead of gas flame uses 75 per cent less fuel, yet assures fast, dependable burner lighting.

Here are just a few of the models in the

Most Complete New Line in the Gas Range Field



MODEL No. 1A688



MODEL No. 1A648



MODEL No. 1A631



MODEL No. 1A615



MODEL No. GR54ALW

36 inches wide. Fluorescent Light On Back Panel. Automatic Clock with One-Hour Timer. Chrome range top. Magitrol Thermostatic Gridde with cover. Roast-Guide. Red Wheel Regulator. Magic Flame Uni-Burners. Magic-Lite pilots. Giant Family Fare Oven with window. CP operation. Outomatic Broiler.

36 inches wide. Fluorescent Light On Back Panel. Automatic Clock with Four-Hour Timer. Magitrol Thermostatic Gridde with Cover. Red Wheel Regulator. Magic Flame Uni-Burners. Magic-Lite pilots. Regular 16-inch oven. Large 16-inch oven with window. Low Swing Out Broiler. Storage Compartment.

36 inches wide. Fluorescent Light On Back Panel. Electric Clock with Four-Hour Timer. White grate trays. Magic Flame Uni-Burners. Magic-Lite pilots. Regular 16-inch oven. Red Wheel Regulator. Low Swing Out Broiler. Storage Compartment.

36 inches wide. Medallion trimmed back panel. White grate trays. Magic Flame Uni-Burners. Magic-Lite pilots. Regular 16-inch oven. Red Wheel Regulator. Low Swing Out Broiler. Storage Compartment.

30 inches wide. Fluorescent Light On Back Panel. Electric Clock with Four-Hour Timer. White grate trays. Double-Duty Burners. Red Wheel Regulator. Big full-width oven with window. CP operation. Outomatic Broiler.

Get a head start on more
Gas Range Profits in fifty-six
BUILD YOUR FUTURE AROUND

Magic Chef the one line—

- years ahead in styling and design
- with self-selling features
- designed for easy step-up selling
- with full profit margin

Mail this coupon Today

Magic Chef, Inc., 1641 So. Kingshighway, St. Louis 10, Missouri

I'd like a preview of the new Magic Chef

Send me additional information on the line
 Have my Magic Chef salesman contact me

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

TRENDS REGION BY REGION

a decrease in refrigerator sales, off an estimated 100 units from the previous month; in washing machines, also off an estimated 100 units, and in electric ranges, off slightly. But there was no decline in other big ticket items. Television sales were approximately 200 to 250 units ahead of September, home freezer sales were up around 15 percent and water heater sales soared around 30 percent over September.

Birmingham dealers are looking for a big Christmas—possibly the largest sales of all types of appliances in any previous Yuletide month, even though some items are in short supply and more shortages are expected. Certain types of home freezers, for example, are going to the dealers in a trickle, due to the heavy demand for steel. Credit is not a great problem in Birmingham, money is plentiful with the big steel mills operating at 100 percent of capacity and there are little or no clouds on the city's economic horizon. Well might the Birmingham dealer be optimistic.

New Orleans dealers are now selling dishwashers at the rate of more than 200 per month, an increase of about 60 percent over the early spring months of this year. Refrigerators and home freezers are on the rise also following the October let-up. Most Crescent City dealers believe that last year's 20,000-plus refrigerator sales mark will be exceeded by a good margin.

Memphis dealers report continued good sales of electric water heaters, home freezers, automatic washing machines and television. Electric range sales were not up to the big October of 1954 and refrigerators lagged a bit also. But the sale of electric housewares, dishwashers and dryers are reported to be considerably better than for the same period of last year, and November and December are expected to be banner sales months.

Florida still continues to be the paradise of appliance merchandising. Henry Keele, of Florida Power & Light Co., points out that by the end of September, dealers in his sales territory were far ahead of the national average in percentage gain for year-to-date sales in almost all kinds of electrical equipment. Keele cites increases over last year—in water heater sales, 154 percent; in dishwasher sales, 69 percent; in range sales, 36 percent; in home freezers, 31 percent; in clothes dryers, 29 percent; in refrigerators, 23 percent and in television, 11 percent.

Estimates for October and the first two weeks of November by reliable dealers in Miami, Tampa, St. Petersburg and Jacksonville indicate that in addition to a record year in air-conditioning, more washing machines, dishwashers, home freezers, ranges and water heaters were sold in 1955 than ever before. In Miami, for instance, the sale of automatic washing machines through the first 10 months of the year, was estimated at better than 50 percent over a like period for 1954. In Tampa, electric ranges were selling at a 20 percent better clip than last year. In St. Petersburg, refrigerator sales were estimated at better than 25 percent, while in Jacksonville, water heaters were at a healthy 30 percent over last year's mark.

... in the GREAT LAKES

By N. Bleecker Green



Overall business is down . . . white goods slow; TV cuts less . . . matched pairs move laundry lines . . . White Christmas gets push

APPLIANCE-radio-TV business for the end of October and start of November was a spotty thing in the Great Lakes area. Many dealers and distributors reporting business activity indicate a falloff on overall volume.

Not every section of the area reported business down when compared with the previous 30-day period. But enough of the reporting dealers showed a slump to indicate an area-wide slant on the sales charts.

Reports varied from section to section. One Kentucky dealer reported his overall business was down 20 percent. A West Virginia source merely called his turn as "off." Reports from the Ohio capital city put business in Columbus down from 6 to 35 percent.

Pittsburgh, however, did not follow the general trend. Here the overall business showed a surge on the charts. And it varied from a rise of 20 to 25 percent above the previous 30-day period.

The current period (last half of October to the first half of November) shows that business is down from the corresponding time last year. It varies with sections and dealers, but runs about 8 to 10 percent under. Some reports pegged it closer with "1 percent off" or "just about even." Some thought the drop-off went 15 percent under last year this time.

Pittsburgh again showed its healthy business attitude by stepping out with gains over the 1954 period of 30 to 50 percent up against last year. (Pittsburgh was troubled with a department store delivery strike this time last year, depressing business generally and making year-to-year comparisons difficult.)

How does the year-so-far stack up on the record books? Good. Very good. Despite the temporary slump reported by merchants through the Great Lakes region, business for the first eleven months of 1955 is well ahead of last year.

What moved best in the white goods field? Laundry equipment. Both washers and dryers lead the class. In Kentucky, ranges moved well with the laundry line. West Virginia dealers report dryers on top. Detroit indicated automatic washers, plus ranges as leaders in volume. Automatic washers and dryers topped the list in central Ohio. The same applied to Pittsburgh. But the once-smoky city surprised some

by doing a good volume in refrigeration. One report called the movement "exceptionally good for this time of year." Another commented that 11 cubic foot boxes were helping his white goods business.

Television, a natural for this time of pre-Christmas marketing, was the highlight in most dealer opinions. Volume was reported to be up from merely "stationary" in Pittsburgh and "even" in West Virginia to as high as 30 percent in other areas. One central Ohio source put it clearly. "Up 11 percent over past 30 days and up 14 percent over year ago." Television was helping fill the gap left by the white goods slowdown.

21-inch tables and consoles were getting brisk trade in Western Pennsylvania. Modern styling seemed to be favored. In the Motor City of Michigan, 24-inch screens were being sold in enough volume to gain a foothold. This runs contrary to other reports, which peg the 21-inch screen the stable item. West Virginia dealers say that consoles are moving best, notably in the \$300 range. Some Ohio merchants think table models are giving them the most volume. And that the horizontal consoles are gaining ground.

Can dealers in the Great Lakes trade on the matching pair theme in laundry equipment? Most not only think so, but are doing it to boost their white goods business.

Asked if they were having any "noticeable success in moving the matched pairs," many claimed "yes." One Pittsburgh dealer said he had not tried to sell pairs as a unit, but was working the follow-up to get dryer sales shortly after. Most find that customers still like to buy them one at a time. When the washer payments are working their way down, the dryer can be added on. Add-ons are a definite help in moving the matched pairs.

Matched pairs can be sold, even if not at the same time. One Detroit dealer reports that 10 percent of all sales are matched pairs within 30 days. And a Columbus source says that matched pair sales since August (against August

(Continued on page 26)



"OH HURRY UP . . . THE FELLOWS ARE WAITING FOR ME."

Whirlpool...the perfect gift women want because USE THESE WHIRLPOOL THIS CHRISTMAS YOUR



1.

When a gift-hunting Dad stops in, tell him how important a new Whirlpool washer and dryer will be to his wife. Tell him how her eyes will light up in a special kind of way when she'll see Whirlpool by the Christmas

tree. There's a holiday look about Whirlpool that does that to a woman. She knows, too, that Whirlpool means complete freedom from washday work. So . . . be sure to have your order pad handy.



YOU HAVE A READY PROSPECT LIST FOR DRYERS

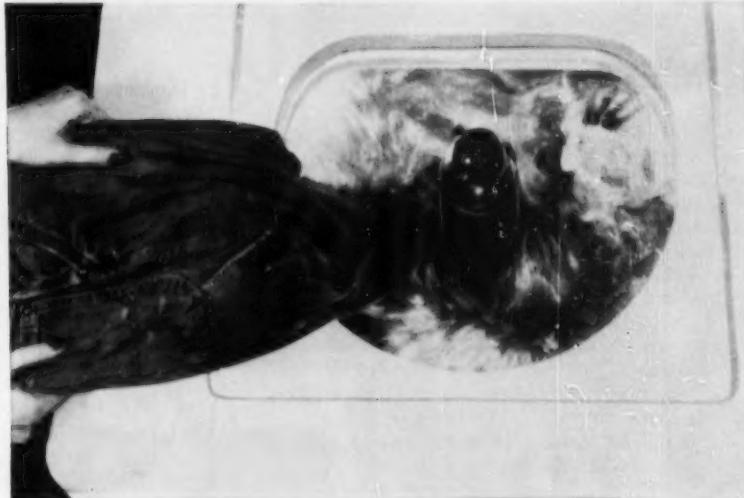
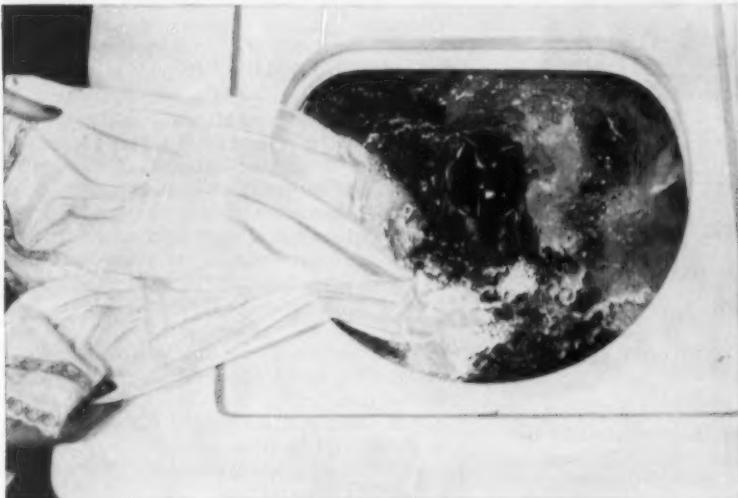
Get out your list of Whirlpool washer customers . . . it's a ready-made market for new Whirlpool dryers. Surveys prove that washer owners have a dryer in their plans. You can channel a big

share of Christmas spending your way by promoting the perfect gift . . . a matching Whirlpool gas or electric dryer. It's easy to sell this ready-to-buy market with Whirlpool.

More Than Ever...It's Easier To Sell Whirlpool Than Sell Against It!

it brings complete freedom from washday

EXCLUSIVES TO MAKE BIGGEST SELLING SEASON



2.

Show Dad how his wife can toss her sheerest lingerie in a new Whirlpool with no worry about wear or tear. This separate cycle slows washing and spin-dry action by $\frac{1}{3}$ for safe, gentle laundering of delicate fabrics. Time is selective from 1 to 4 minutes.



4.

Dad will really like this feature! Suds-Miser saves over half the cost of soap and hot water. After clothes are washed, sudsy water is pumped into a storage tub. Then, only hot sudsy water is pumped back for next load . . . and it's all automatic.



5.

Show Dad how thoroughly Whirlpool rinses clothes. Let him see the 7 Rinses . . . 4 pressure-spray rinses, followed by a full-tub action rinse and 2 more pressure-spray rinses. What's more, 7 Rinses use less water than is used by other washers.

SEE YOUR WHIRLPOOL DISTRIBUTOR FOR COMPLETE DETAILS

WHIRLPOOL-SEEGER CORPORATION • St. Joseph, Michigan

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

See the Milton Berle, Martha Raye shows on Tuesday nights, NBC-TV

So...This Christmas, Make It A Profitable Whirlpool Christmas

TRENDS REGION BY REGION

through October last year) are up about 45 percent.

Merchandising the matched pairs works two ways. They can be sold as a unit on the floor and wrapped up in one financing deal. Or they can be closed by using a systematical followup approach within a short period following the original sale of the washer. Many do this within the 30-day period following the washer close.

The recent action of Westinghouse to drop Fair Trade in the small appliance line has brought mixed opinions from both dealers and distributors throughout the Great Lakes area. Some agree with the action; others do not. Some walk right down the middle. And a typical comment is, "It's their product—and their business."

A Kentucky dealer commented with "do not think Fair Trade good. Will not sell Fair Trade items." An Ohio source simply said he had no opinion yet; was waiting to see what happens. In Pittsburgh, a dealer reported no price cutting as yet due to this action. One Detroit dealer commented that he was sorry to see Fair Trade dropped. "We are now selling at our cost," he said. "Due to the ads being run by local dealers."

But housewares business in many areas is booming. The appliance dealer who does not want to slug it out on a price basis may soon have slim "accommodation stocks" on his small appliance shelves. Many feel the dealer should have the privilege of selling his merchandise as he chooses. Others frankly feel they cannot compete with the drug and jewelry outlets in both volume and price. Time will tell.

Appliance dealers in Ohio, Pennsylvania, Michigan and West Virginia are working with the "Make it a White Christmas" theme this year. And they intend to capture sales volume by riding along with the promotion. One Pittsburgher indicated he is tying-in with national promotions and using special windows and in-store displays. A Columbus dealer is working with both price and package deals, coupled with newspapers, radio and in-store display. "White Christmas has been made a part of our Christmas activity," said the dealer.

in the FAR WEST

By Howard J. Emerson



Swing to high-end TV brings dealers more dollars, but distributors may end up with a low-end inventory headache . . . Retailers fighting for built-in sales

EVEN the dealer who does everything wrong is making out well in the appliance-TV boom that continues on into the beginning of the Christmas season in the Far West.

Recent look-see at some dealers' books show why most will turn a good net when the '55 accounting is over. One typical dealer in northern California sold 75 television sets in October—at an average price of \$325, compared to an average price of \$210 on the TV sets he sold the same month of 1954. In the Northwest, dealer shows refrigerator sales averaging \$350 this fall compared to a \$279 average at the same time last year. His range sales are up slightly in average sales price. Only automatic washers are running steadily below 1954 in average sales price, but the dealer feels he is making out better because he is giving much less in trade this year.

Higher average selling price for TV may bring serious inventory troubles to some distributors out here by January. Unforeseen swing by public to upper-bracket models, 24-in. size and to furniture styles is leaving distributors with badly unbalanced stocks. Some manufacturers already are worried and at least one has called an "emergency meeting" of Far West distributors to plan sales strategy. Seems likely now that December will see a rash of promotions on low-end models, and that in January some dumping will come.

Big battle for built-in market is shaping up out here for 1956. One more manufacturer is trying out a policy that gets his full-line retailers into builder sales, with rebates that help the dealer be competitive in this field. However the dealers must meet competition from the manufacturer's salesmen and the distributor's salesmen on all jobs involving more than a few units. In some cases the dealers find the distributor's salesman "selling" the job, setting the percentage for the retailers and then peddling the contract until he gets a dealer who will accept the percentage.

The considerable increase in number and success of Far West dealers handling built-ins during the last year has been in direct proportion to their entry into the remodeling field. The last year has indicated that pressure for volume by full-line manufacturers is

pushing the retailer further out of any chance at the new home market—but at the same time, the necessity of full line dealers flooring built-ins, "or else", is forcing more of these dealers to explore the local remodeling market.

Advent of all full-line manufacturers into the built-in field is causing changes at distributor level of merchandising. Unusual is effort of Oregon-Washington distributor, Eoff Electric Co., to meet full line manufacturers by creating its own full-line. Putting together the Thermador range line, the Revco refrigerator-freezer line, Pryne hoods and ventilating fans, etc., this long established supplies-appliance wholesaler is merchandising this "full line of built-ins" through dealers and contractors only. The builder market is sold through dealers—either appliance dealers or merchandising electrical contractors—who are set up in a territory as "associate distributors". In accordance with general practice they are able to sell builders at a "builders' price" that is competitive, but they offer the service of a local dealer. No sales to builders are made directly by the distributor.

The court decision against General Electric in its attempt to enforce fair trade in Oregon has created an uncertain future in the electric housewares business here. G-E is helpless while some dealers are promoting the steam iron at \$9.97 and the skillet at \$11.95 as leaders. Sunbeam seems to be holding on to contracts, but Oregon dealers wonder just how long before the pressure will be too strong for the strongest.

Success of the auto-lease plan in most parts of the Far West has put one appliance-dealer into a TV-lease plan. Thomson and Page, large independent dealer in Vancouver, B.C. is in the 4th month of trying the leasing of a TV set under an arrangement paralleling the auto-lease plan. For example, a homeowner can lease a \$254.95 RCA set, new, for \$12.95 a month. This price includes all maintenance costs and a new model every year. The dealer agrees to "service the television receiver, replacing any parts, tubes, etc., that may become defective due to normal use and to supply labor at no cost to the hirer, or to replace the receiver." It insures the receiver against loss from fire or theft. When a next year's model comes out, Thomson and Page will replace the old set with equivalent value new set. The hirer of the set can apply lease payments toward purchase if he wishes.

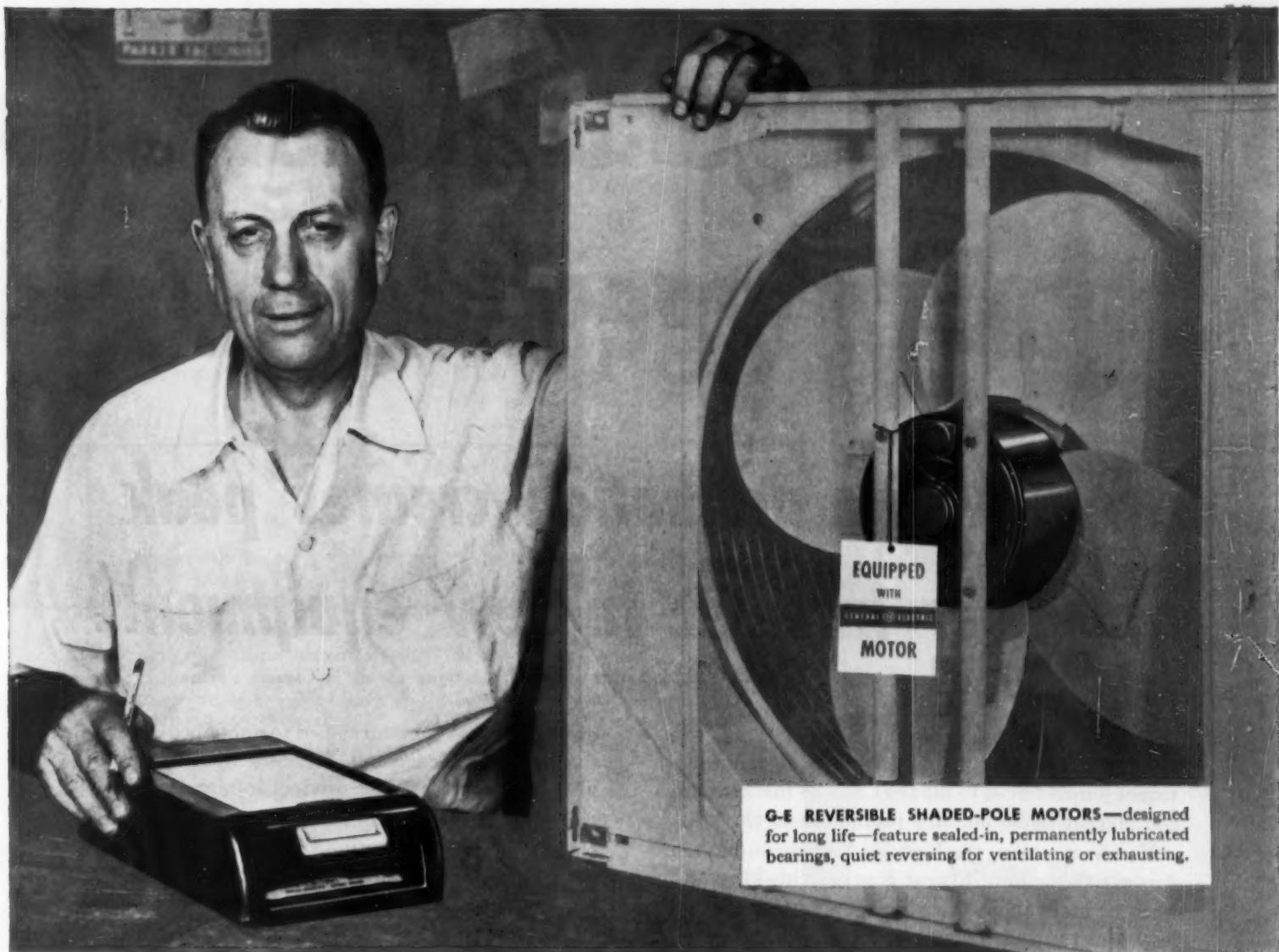
A trend in power tool merchandising was indicated recently in the Far West when Dormeyer announced that its full line of power tools will be distributed by W. P. Fuller Co., which will place the line of portable power tools in its 1200 franchised paint, hardware and lumber stores in the Mountain and Pacific states.

Phoenix continues as the fun and pun center of the west. A full day meeting to bring home economists and teachers up to date on electric appliances was conducted recently by the Appliance Merchandisers Assoc. and the PCEA with the appropriate TV title, "Watts My Line".

In fact, it may have been Phoenix AMA manager Bill Johnson who reported recently that appliance prospects don't seem interested in the future of the appliance business—all they seek is the "present".

End





BILL STRAMPP, PARTNER, MAJESTIC AUTO PARTS, RIVERSIDE, ILLINOIS, SAYS:

"Customer preference for G-E motors makes the difference between close sales and closed sales"

"General Electric shaded-pole motors on window fans we handle help us close sales time after time. The reason: customers prefer G-E quality.

G-E MOTORS HELP YOU SELL

"Customers know that the motor is an important part of the fan. By calling customer attention to use of a top-quality G-E shaded-pole motor, we made 1955 our banner year for window-fan sales," Mr. Strampp con-

cludes. And his experience is typical: all across the country G-E shaded-pole motors helped dealers sell in 1955.

NO RE-OILING, LONGER LIFE

After customer attention is directed to the G-E shaded-pole motor, you can capitalize on the motor's outstanding features. Sealed-in lubrication, for instance, eliminates need for the customer to re-oil, and also contributes to long motor life by protecting bearings from

foreign materials.

INCREASE YOUR 1956 SALES

Plan now to take advantage of the 1955 experience of Bill Strampp and countless other dealers. On your first 1956 fan order specify fans equipped with G-E motors, and ask your supplier for sales-aid tags. Let G-E shaded-pole motors help you increase window-fan sales in 1956. General Electric Company, Schenectady 5, N. Y.

70459

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

Chicago Tribune joins spark biggest fall home

**Four week promotion creates peak
consumer interest in new equipment!**

DURING OCTOBER, the Chicago Tribune, the Electric Association of Chicago and 13 manufacturers joined forces to hit the Chicago market with the biggest home laundry promotion of the year.

For four weeks, the Tribune had consumers in America's second largest market thinking and learning more about their home laundry needs and how best to meet them.

Four complete Home Laundry Guides

Spearheading this intensive campaign were four complete Home Laundry Guides published by the Tribune on consecutive Sundays. All were devoted exclusively to home laundry equipment and helpful home laundry hints. In news, photos and advertising they showed the many advantages of latest model automatic washers and dryers.

A "Wash Day" jingle contest sponsored by the Tribune appeared in each Guide to sustain maximum reader interest in the promotion. As prizes, the Tribune awarded free 13 automatic washers or dryers.

Continuous, market-wide promotion

Frequent Tribune advertisements, truck posters and news stories on contest winners were used to maintain the continuity of the promotion. Tie-in

display posters were furnished to appliance dealers throughout Chicagoland. Readers were urged to visit their dealers to get product information.

Widespread participation in the contest furnished the first indication of the success of the campaign. And how well it paid off at every level of the home laundry industry is shown by the typical comments on the facing page.

Readers conditioned to buy

Here is just one more example of the powerful sales stimulation which the Tribune creates in the durable goods field.

Through a continuous program of editorial promotion, through more general advertising of housing equipment and supplies than appears in all other Chicago newspapers combined, the Tribune conditions and stimulates its audience to buying action.

A plan to help you

Tribune sales power is the most effective weapon you can use to get the results you want in the booming Chicago market. A Tribune representative will be glad to present a plan which will help you increase sales and strengthen your competitive position. Why not ask him to call?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago

W. H. Hattendorf
1333 Tribune Tower
Superior 7-0100

New York City

E. P. Struhacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit

W. E. Bates
Penobscot Bldg.
Woodward 2-8422

San Francisco

Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

Los Angeles

Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

with manufacturers to laundry equipment drive!

What the trade reported!

"...valuable to the industry in terms of making customers conscious of the great advantages which modern home laundry equipment can bring them."

—GUENTHER BAUMGART
exec. dir.
American Home Laundry
Manufacturers Association

"The teamwork shown made it the biggest promotion of its kind ever presented in Chicago. It was an outstanding job of consumer education that produced immediate response at the retail level."

—C. C. SIMPSON
exec. dir.
Electric Association of Chicago

"...public interest has been beyond even our enthusiastic expectations. Sales in the Chicago area will undoubtedly show a material increase for the period of the promotion."

—JAMES M. ALTER
gen. sales mgr.
The Harry Alter Company, Inc.
Chairman, Home Laundry Comm.,
Electric Association of Chicago

"A powerful stimulant to the home laundry equipment business in the Chicago market. Our participation enabled us to gain the direct benefits of its impact."

—JOE R. VANCE
Chicago branch mgr.
The Maytag Company

"This was the most effective industry promotion I have ever seen. It aroused consumer interest which will be reflected in sales for some time to come."

—HARRY GERRITY
Midwest div. mgr.
Easy Washing Machine Div.
Murray Corp. of America

"...a real business stimulator... brought in customers in the mood to buy new washers and dryers. Our unit sales were well above average all during October."

—BILL CURTIS
co-owner
Ace Washer Co.

"This promotion was definitely good business for us. As a result of the interest it created, our washer and dryer sales for October were up 25% over last year."

—ALBERT BASKIND
Baskind Radio and Jewelers

"...a very effective promotion. It made customers more familiar with automatic washers and dryers. We sold between 15 and 20 automatic washers as a direct result of this campaign."

—JOHN BERANICH
Emergency Radio & Appliance

PARTICIPANTS IN THE HOME LAUNDRY PROMOTION:

Bendix

Carson House

Easy

Frigidaire

General Electric

Hamilton

Hotpoint

Kelvinator

Kenmore

Maytag

Norge

Westinghouse

Whirlpool

What are you after...



Christmas sales or Christmas PROFITS?

Why, sales and profits go hand in hand, you say. If you make sales you automatically make profits . . .

But DO you?

The fact of the matter is that your top-selling appliances these days are the ones which are giving you the smallest percentage of profit. These once-profitable volume appliances . . . in high saturation now . . . are the items which are being dealied to death. They are the appliances which will bring you plenty of *sales* this Christmas season, to be sure—but what kind of *profits*?

Ah, but there is *one* high-ticket appliance left which gives you honest profits on every sale . . . one that leaves money in the bank after all the selling job is finished. And that's the Ironrite Automatic Ironer.

Sure, you have to *sell* Ironrites. Doves of people won't rush in and take them away. But the little extra time you spend in selling them pays the biggest dividends in the business. And every sale you make opens the door to several automatic follow-up sales, as your customer tells her friends about this wonderful appliance that has emancipated her from ironing day drudgery forever.

Yes, you'll make Ironrite *sales* . . . and profits, too. Here's why:

A superb product. Most Ironrite sales come from satisfied owners telling other people about Ironrite. How can you beat this for building volume? Every customer works for you.

No installation costs. No trade-ins. Virtually no service costs. No co-op finagling. No trick deals with your competitors. All such expense is eliminated.

A real profit. One of the highest markups of any big-ticket appliances—and a short line, with no huge investment.

Don't make a huge sales success this Christmas season, and have little in the pockets to show for it. Put *some* of your selling effort behind the appliance that brings in money you can *keep*!

*Merry Christmas
... and a Prosperous New Year!*

IRONRITE INC., MT. CLEMENS, MICHIGAN

Ironrite

... The appliance man's appliance

Mort Farr Says . . .

We Must Grow to Prosper



OUR whole economy is expanding from population to gross national product and the TV and appliance dealer who can operate at a profit and expand his sales and his organization will cash in on the opportunity that lies ahead.

In addition to the coming new appliances and today's low saturation items which soon will be selling in mass volume, in the next few years we will face the greatest replacement market in our history—when the first crop of post-war appliances start to be traded in. You will recall that the first appliances after the war were just a rehash of pre-war models, anything to give waiting customers the things they were clamoring for. These will not only be wearing out fast, but also will be obsoleted by the advancements of an industry that is now fiercely competitive.

Scientists and engineers are working around the clock not only to improve the appliances we now know, but to bring forth new ones that now exist only in imagination. On top of this consumers will have unprecedented income and savings in the next few years. Our job then is to secure for ourselves our rightful share of the consumer's dollar. We have not been doing that recently. We now only get about 1.5 cents out of each dollar compared to the automotive industry's six, whereas at one time we got about two cents to their four. We must not forget when we look at scientific developments and production records that, while this is great news and shows growth, the real motivating force, in fact the developer of our high standard of living, is the sale of those products.

The role of the retailer is one of sales and motivation. The dealer who continues only to compete for existing business is in a pretty bad way.

NEW BUSINESS MUST BE CREATED. Creative selling uncovers latent demand. Salesmanship is the art of stimulating trade through creating of new wants. An appliance dealer must grow to prosper. He has to run in order to stand still. What form then should this growth take? To begin with, his capital must be adequate in order to expand and many dealers are already undercapitalized. Many dealers ask me how much capital they require in order to do a certain volume. This is a difficult question, but broadly it would appear that a dealer can safely do five times the amount of his liquid capital. This does not include buildings or other such assets. In other words, a \$30,000 investment would permit a dealer to do \$150,000 a year and pay his bills promptly if he gets proper turnover. This figure does not hold true for dealers doing over \$500,000 and who are established, as by then they can borrow and secure additional credit and terms and it is more up to their own ingenuity.

I am almost inclined to say here that if a dealer is not doing \$150,000 a year gross volume that he would make more money working for someone else, particularly in the

period ahead. But here again there are exceptions—small towns where a papa-and-mama store is the rule and where it is possible to make a good living on considerably less volume.

HOW TO GROW. In most instances it is more advisable for a dealer to expand his volume on present lines and products or get a larger store than to attempt to open more stores. Except for well capitalized large chains, the average dealer is not equipped with either money or executives to open branches. How then should you go about securing additional volume?

First. You have to have a plan of the share of the business you do want.

Second. You must know where your share of this business is.

Third. Have you really got enough men—well trained men—to get your share? Or are you sort of dallying along with the same organization you had right after the war when you could get all the business you wanted?

Fourth. Have you thoroughly indoctrinated your organization, all your people, that they have got to back you up and go out and get your share of this great market!

MEASURE YOUR MARKET. We will assume that you have decided what your plans are and will concern ourselves only with the second point. A manufacturer or a distributor knows what his market potential in an area is and in most cases has fairly clearly defined goals. He can get figures giving his comparative performance. However, a retailer, unless he has an exclusive franchise in a smaller community, would find it difficult to find out what percentage of market he was getting on a given product. His territory overlaps other dealers and the total figures for his area are so vague that he can only be guided as to how he is doing compared to another period in relation to his competition. There is one way, however, that he might spot his weak points and realize the potential of a product to which he is paying a little attention or not even be selling. He can take *ELECTRICAL MERCHANDISING*'s Statistical and Marketing issue which comes out each January and look over the total volume in units and dollars of the entire industry and see how he is doing compared to the national average. Let us take the appliance you sell the most of. If it is TV, we find the industry sold over 7,000,000 in 1954. It also sold 6.5-million radios. So if you sold 200 TV sets you should have sold close to as many radios. Again, the industry sold approximately 3.5-million refrigerators and an equal number of washers, so if you sold 200 refrigerators you should have sold as many washers (automatic and conventional combined).

It may startle you to find out that almost a million dryers were sold in this country and that

you should be selling one for every two automatic washers. It may surprise you to learn that of 2.5-million vacuum cleaners sold in 1954 about 60 percent were sold through retail stores, so you should at least sell 60 percent as many cleaners as automatic washers. It is possible to compare every item, including electric housewares, to see if you can't spot some item with which you can associate yourself and realize its potential. The electric houseware business is a multi-million dollar business and last year one new item, never sold before, the electric frying pan, sold a million units the first year of its introduction. Here is where the average dealer should add sales power. The sale of small electric housewares is usually not attractive to major appliance salesman, but they can provide a good living for a sales person who devotes all his time to their demonstration and sale and they can provide not only floor traffic but also sizeable dollar volume.

TWO FUNCTIONS FOR THE DEALER. It looks now as though a successful appliance dealer may have two separate functions: one, to sell and promote the fast selling mass appeal items and compete on price or trade-ins; the other, to follow the line of specialty selling with a separate sales force—preferably under a sales manager. These men would supplement present volume by promoting new low saturation items at list prices and would be paid higher commissions.

Various dealers will select different products depending on markets and their own preference, but a lot of items are now at hand that should provide this extra volume. When these items reach the mass appeal and volume sales brackets, these men can take over and promote the new things that are coming.

At present, color TV needs this kind of selling and while it will be a bonanza by the fall of 1957, dealers who associate themselves with it now can do a sizeable volume in '56. In fact, I am betting that our own volume on color TV for the second half of '56 will exceed our black and white volume in dollars.

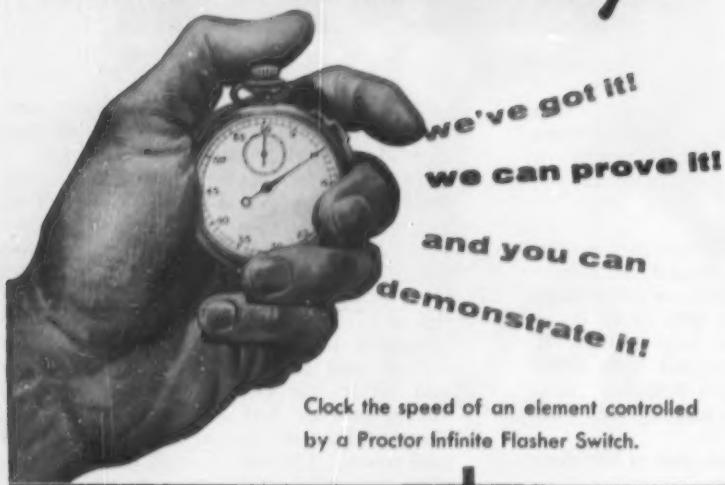
Sewing machines are another item that can be sold by an appliance dealer using specialty selling methods. The kitchen business promises to be a big one and will either be written by dealers with separate sales forces or will surely go to kitchen specialists who will sell the built-ins, and color and the innovations that people will buy. You can have your choice of just selling the old, free-standing appliances or selling both, but you cannot do it with present appliance salesmen on the floor.

There are many other appliances that can be promoted in the same manner and where the competition will be much less than on conventional items. If you are not in the service business remember that service can be a profitable source of additional volume and profit and can lead to more sales.

End

Speed

Sells Electric Ranges!



BUTTER—melts in 15 seconds



BACON—sizzles in 30 seconds



EGG—“slow” fries in 2 minutes, 18 seconds



WATER—1 pint boils in 3 minutes
—faster than any other element-switch combination



All of these cooking-time comparisons were made under rigid, impartial conditions. You can duplicate them on your own *sales* floor right under the eyes of your prospects—if the electric range you sell is equipped with the Proctor Infinite Control Flasher Switch.



Tell Your Manufacturer
How Important
These Selling Features
Are To You.
He'll Listen!

PROCTOR

• THE APPLIANCE NAME YOU CAN TRUST

Equipment Division, PROCTOR ELECTRIC CO.
3rd St. and Hunting Park Ave., Philadelphia 40, Pa.

ECONOMIC CURRENTS

1956: Bootstrap Lift For Business

BY THE McGRAW-HILL DEPT. OF ECONOMICS

IT looks as if business activity will be carried to new heights—by the businessman himself. Businessmen are now planning to invest a total of \$33.4 billion for new plants and equipment next year. This is the largest increase in planned capital spending since the Korean War. These are the key results of the preliminary McGraw-Hill survey of Business' Plans for New Plants and Equipment.

Manufacturing companies plan to increase capital spending 30% next year—by far the largest increase reported since just after Korea. And survey results indicate that the new boom in capital spending may carry on into 1957. A large proportion of the reporting companies expect to equal or exceed their spending the following year.

In the past capital spending has been one of the volatile elements in the economy. It often leads other business activity either up or down. The fact that business plans to increase its spending next year is a good sign that business activity will continue at very high levels. It adds up to a promise of continuing prosperity through 1956 and well into the next year.

BIGGER CONSUMER INCOMES

Increased capital spending means that consumer incomes may rise to even higher levels than this year—a record year. And if auto sales decline slightly next year, as now expected, the consumer will not only have more

money to spend—but also a larger proportion will be available for appliances.

But will businessmen carry out these huge spending plans? In the past these preliminary plans have accurately shown the trend of capital spending. Plans might be cut if business activity were to take a violent dip—but there are good reasons for thinking plans will be carried out.

One reason is that businessmen now have more cash in the till than they have ever had before. Profits this year are going to be the best on record. These are real profits in the form of cash. And these profits will go a long way toward paying for new plants and equipment. This rise in profits is one of the big reasons behind increasing plans for capital spending.

MORE RECORD PROFITS

Will companies keep on making record profits in 1956? The answer is “Yes”—at least for as much of the year as the general business boom continues. Next year should average at least as high as this year unless something more depressing than is now foreseeable occurs during the last six months of next year. Profit margins in manufacturing may be narrowed somewhat, as wages, material costs and depreciation charges move up. But the dollar volume of before tax profits seems almost sure to set another record.

The profits of the appliance manu-
(Continued on page 34)





How to start a stampede

All the experts agree that the big move to color TV is right around the corner . . . and getting closer every day. Color telecasts are getting bigger, better and more frequent. Public interest is on the rise. In fact, there are undoubtedly 10 or 12 families in *your* neighborhood who can be sold color TV sets *right now* if you offer them the right proposition.

And here's the right proposition . . . right on this page! It's the great new CBS Color TV Set for 1956. And it's oozing with "sell"!

There's a mammoth 205-square-inch screen, glowing with clean, true color. There's a Paul McCobb-designed cabinet to captivate the lady of the house. And there's a big, rugged, 44-tube "engineer's dream" of a chassis to win the confidence of the man who signs the checks.

Inside and out, this new CBS Color TV Set is a *luxury* set . . . a "rich man's" set. Yet, it's priced to compete with *any* other color set on the market.

Contact your CBS TV Set Distributor right now and have a CBS Color Set on your floor in time for the next color telecast. Then turn it on . . . side by side with a black-and-white set . . . and watch the new CBS Color Television Receiver sell itself and make your store Color TV "Headquarters."

*CBS Full-Door
Color Console.*

*205-square-inch Colortron
picture tube,*
44-tube chassis,
"Color Guard" Circuit,
"360" Full Fidelity Sound.

In Canada: Addison's, Ltd., Toronto

CBS-COLUMBIA • A Division of the Columbia Broadcasting System

Are **YOU** taking
full advantage of
this **PLUS VALUE?**

The public knows what it wants.
In 1955 Nichrome* was used in more
electrical appliances, and by more electrical
appliance manufacturers, than in any previous
year in the history of the Driver-Harris Company.
When you say "Equipped with a NICHROME HEATING
ELEMENT," you'll sell more customers faster,
and keep them sold longer.

Nichrome*V and Nichrome are manufactured only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD



*T. M. Reg. U. S. Pat. Off.

Economic Currents

"... continuing prosperity
should carry on well into 1957."

facturers are also running higher this year than last. Not all appliance dealers have been able to share in these additional profits. In many cases the dollar volume of sales have increased—but prices have been cut because of intense competition. The end result has been a smaller profit margin for some appliance manufacturers and appliance dealers.

MORE COMPETITION

And it's clear that this intense competition will continue into next year. Results of the McGraw-Hill survey indicate that companies in almost every

The one sure way to get a man's head out of the clouds around the firm—is to put some responsibility on his back.

field expect sales to rise in 1956. For manufacturing as a whole the expected increase is 7 percent. Optimism on sales was more widespread than in any recent survey. And these sales expectations mean increased competition for the consumer dollar. Thus competition is a strong force to keep capital spending high.

In addition, these sales expectations could not be achieved without substantial additions to present manufacturing capacity. And this explains at least in part why businessmen are planning to spend such large amounts for expansion next year.

Combine the prospect of high and rising levels of consumers incomes with the present plans for capital spending and the outlook for 1956 is indeed promising. And this continuing prosperity should carry on well into 1957.



"I HATE A YEAR LIKE 1955. HOW ARE WE SUPPOSED TO SHOW AN INCREASE THIS YEAR OVER THAT . . . ?



all HELPS YOU START THE SALE:

Here's a proven great "sales starter": Offer a 24-oz. package of **all** FREE to every potential customer who watches an automatic washer demonstration in your store! (We offer you a case of twenty 24-oz. packages that retails for \$7.80... for only \$4.00 per case with your promotional allowance of \$3.80.)



NOW all HELPS YOU CLOSE THE SALE!



Just offer this handsome
New Plastic Container
with 20 lbs. of **all**
FREE with every washer...
and **CLOSE THE SALE!**

This great new multi-purpose plastic container makes a fine bonus you can offer FREE to every customer who buys a washer. And here's our bargain offer to you: The retail value is \$8.87, but with your \$4.87 promotional allowance you get it for only \$4.00! And don't forget—inside this plastic beauty is 20 pounds of **all**, the modern "controlled suds" detergent that washer makers themselves prescribe for best washing results!

"all" is the registered trademark of Monsanto Chemical Company

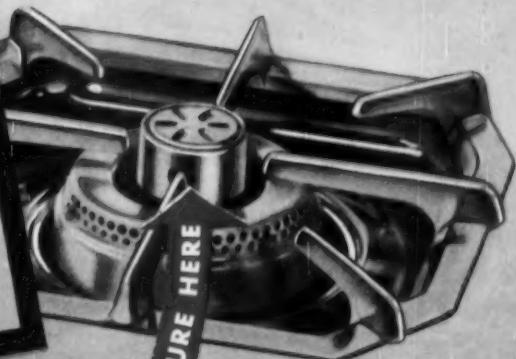
all is made by MONSANTO where creative chemistry works wonders for you



BIGGEST

gas range selling feature since oven heat control!

Robertshaw[®]
THERMAL EYE[®]
AUTOMATIC Top-Burner-
Cooking CONTROL



Heat in the
utensil
controls
the flame



Sensing element in middle of burner is in contact with the bottom of the utensil. It signals the heat to the thermostat that controls gas flow. Flame remains on until food reaches pre-selected cooking temperature, then reduces. When food temperature drops below pre-selected setting, sensing element signals control and flame goes up again.

NOW...on gas ranges...

FOODS
WON'T BOIL OVER



FOODS
WON'T OVER-COOK



FOODS
WON'T SCORCH



FOODS
WON'T BURN ONTO PAN



THERMAL EYE[®] MAINTAINS COOKING TEMPERATURE... MAKES POTS AND PANS *Automatic!*

This is **IT**—the sales-making answer to customer demand for automatic top-burner cooking! Ask your gas range manufacturers' salesmen how soon *their* models will feature Thermal Eye[®]—or write us today.



Robertshaw-Fulton

CONTROLS COMPANY

Robertshaw Thermostat Division, Youngwood, Pennsylvania

Robertshaw-Fulton Controls (Canada) Ltd., Toronto

SELL UP! SELL PORCELAIN!

preferred
5 to 3 *



on Clothes Washers



Resists acids, alkalies and detergents! Wipes new always!



Won't scratch! Won't wear through! It's fused to the metal!



Kick-proof! Scuff-proof!
Truly a lifetime finish!



Won't burn! Won't stain!
Won't fade or change color!

*Two independent surveys covering 4,000 Saturday Evening Post families show Porcelain enamel the first choice by a 5 to 3 margin, for the exterior finish of Clothes Washers. There are good reasons for this, briefly summed up at the right.

PORCELAIN ENAMEL gives you a big sales advantage!

POINT UP THE USER BENEFITS FOR BIGGER, MORE PROFITABLE SALES!

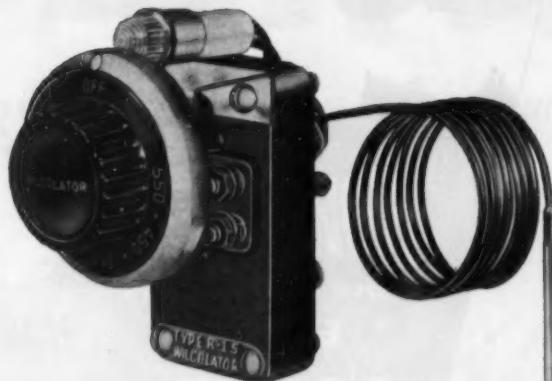
FERRO

FERRO CORPORATION Cleveland 5, Ohio
Developers of today's finer porcelain enamels



Thermostat that does many jobs well!

The WILCOLATOR Type R-15



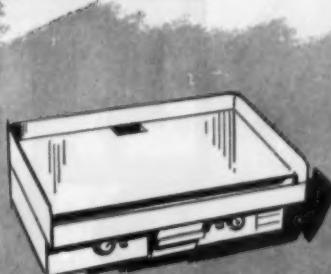
WILCOLATOR R-15 RATINGS

26 Amp. 240 Volts
35 Amp. 120 Volts
A.C. only
Pilot duty 125 volt
amperes D.C. Underwriters
listed and approved

PROMPT DELIVERIES FROM STOCK

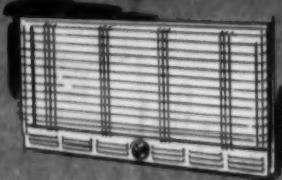


Bake Ovens
(150 to 550°F)

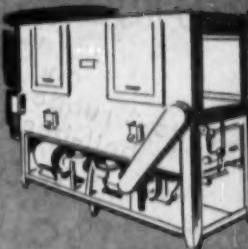


Griddles
(150 to 450°F)

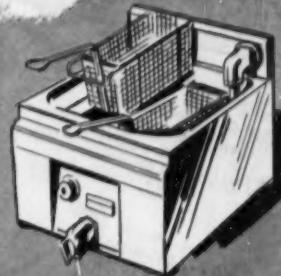
TYPICAL APPLICATIONS:



Room Heaters
(50 to 100°F)



Restaurant Appliances
(50 to 250°F)



Friers
(150 to 400°F)

Now you can really simplify your thermostat inventory. Standardize on the general-purpose Wilcolator R-15—with prompt deliveries from stock—and you're ready to equip your appliance with a sensitive, accurate, panel-mounted thermostat whose smart appearance, plus the nation-wide reputation of Wilcolator, does much to help make your sales easy.

The R-15 Wilcolator is double pole with double break contacts. The contact mechanism is a quick make-and-break, snap action type. No disconnect switch is necessary, since both sides of the line are opened when the dial is in the "off" position.

Thermostatic action is secured by the use of an expandible liquid which actuates the switch mechanism through a bellows. This assures the utmost sensitivity, in a rugged thermostat that gives long life with little or no need for service. The dial is black bakelite, available with standard temperature figures or with special markings where desired.

A chrome finished bezel is supplied with combined index and aperture for pilot light visibility.

The switch mechanism is enclosed in a bakelite housing. Terminals are arranged for easy wiring. Where desired, a compression fitting with $\frac{3}{8}$ " pipe thread can be supplied, where the bulb is to be immersed in a liquid.

Write at once for complete data on the R-15. The Wilcolator Company, 1001 Newark Ave., Elizabeth, New Jersey. Canadian address: Mimico, Toronto, Ont.

THE
Wilcolator
COMPANY

Tremendous National

Bright new Christmas Star!

Sparkling New
EUREKA
Super Roto-Matic

With Zip-Clip
Swivel-Top

Merrily
it rolls along

on
ball-bearing
**Roto
Dolly!**

NO LIFT! NO CARRY! Rolls easily.
Won't tip. Won't mar polished floors.



Special for
Christmas!

\$69.95
with deluxe tools
and Free
\$10 Roto-Dolly!

Only
•89.95

Tools
Available
You Save
\$20 to \$40 Over
Comparable Cleaners

Eureka

Introducing the New
EUREKA Super Automatic
with motor driven Dirt Distributor

—IT BEATS! —IT SUCTION CLEANS!
—IT SWEEPS!

in one automatic action. You merely guide the cleaner

Specially designed for Carpets and Big Rug Areas

In Canada: Eureka Manufacturing Company, Inc., Brampton, Ontario

U.S.A.: Eureka Manufacturing Company, Inc., Kankakee, Illinois

EUREKA

NOW!

on your newsstands

**BIG
COLOR
ADS in...**

MACLEAN'S

Good Housekeeping

POST

LIFE



LIFE	Sept. 10
GOOD HOUSE-KEEPING	Sept. 20
SATURDAY EVENING POST	Oct. 4
MACLEAN'S	Oct. 4
LIFE	Oct. 14
SATURDAY EVENING POST	Nov. 1
LIFE	Nov. 11
GOOD HOUSE-KEEPING	Nov. 20
SATURDAY EVENING POST	Nov. 28
MACLEAN'S	Nov. 29
LIFE	Dec. 9

Advertising Assures Record Sales

Xmas Promotions!

You can't miss! Hit Your Local Newspapers with BIG

EUREKA Christmas Offers!

Now . . . RIGHT NOW . . . decide to give Eureka cleaners big promotion in your local newspapers from now till Christmas. Feature the special CHRISTMAS OFFERS with the illustrated factory prepared ad mats and you can't miss! You'll wrap up the biggest and best Christmas sales . . . ever!

Surefire Christmas Offers!

EUREKA Super Roto-Matic EUREKA Super Automatic Upright
\$69.95 \$89.95

Feature!

FREE \$29.95 OFFER!

give \$10.00 new Roto-Dolly
plus \$19.95 hassock-chest FREE.

Feature!

\$79.95 and your old cleaner

give a \$10.00 allowance
for any old cleaner.

TESTED . . . NEVER MISSES! Now . . . with gorgeous new roll-easy ROTO-DOLLY, handsome, useful TV Hassock-Chest and dramatically beautiful NEW Roto-Matic cleaner . . . a Xmas promotion that packs a new "wallop" that brings you even bigger, more profitable sales than ever!

PROVED RESULTS . . . EVERY TIME! Brilliant new 1956 EUREKA Super Automatic Upright is the added feature in this ad. America's top-rated upright cleaner with \$10 trade-in allowance for any old cleaner. A BUY at \$89.95, it's a "GIVE-AWAY" at only \$79.95 . . . and the women know it!

EUREKA WILLIAMS COMPANY

Division of Henney Motor Company, Inc.
Bloomington, Illinois

In Canada: Onward Manufacturing Company, Ltd.
Kitchener, Ontario

ORDER
NOW!

Order your mats!
Order your posters!
Order your cleaners!
Contact your Eureka
distributor today!



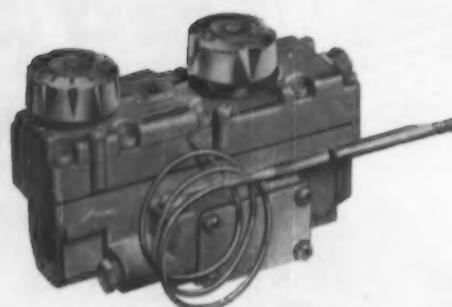
SPECIAL EUREKA CHRISTMAS POSTER

For Your Store and Window Displays

Sells your special Christmas offers on both Eurekas—
very colorful, beautiful. TELL YOUR CUSTOMERS!
DON'T MAKE THEM ASK!



Start
Your Ads
TODAY!



Now this new Pilotstat

C592 Pilotstat. This new Honeywell Pilotstat fits any gas room heater, and features a 100% safety shut-off in case of pilot or flame failure. It is available with or without pilot gas filter (no external filters necessary)—and will operate on all gases. Specifying it on all your heaters insures your customer simple, economical addition of a thermostat when desired.

Plus this new add-on thermostat

T5000 Adatrol Thermostat. The new Honeywell Adatrol thermostat is a high-quality, self-contained, snap-action thermostat available with or without a high-low bypass. You can add it to the Pilotstat in less than 5 minutes. Just remove 6 screws and a plate from the Pilotstat—then fit the Adatrol thermostat in and replace the 6 screws. It's as simple as that!

Equals the new Honeywell Adatrol

V5153 Adatrol—combination Pilotstat-thermostat. A compact high-precision unit, that fits all gas room heaters. Can be serviced in the field, without removing piping. Cut your installation, stocking, and handling costs by standardizing on this efficient unit. Specify the V5153 for all your *thermostat* equipped heaters.

Now you can stock only 2 control items for all your gas room heater jobs!

Amazing new HONEYWELL ADATROL*

The new gas cock Pilotstat with add-on thermostat*

Now the new Honeywell Adatrol gives you a universal Pilotstat that allows on-the-job addition of a thermostat whenever your customer wants it.

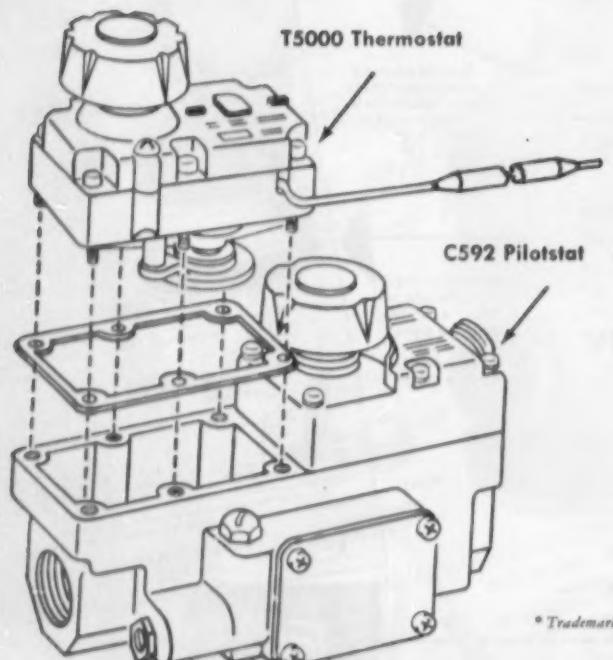
This means big savings for you in stocking and service. No longer do you need to stock complicated adapter kits and parts that get lost, depreciate, and become broken lots—no longer do your servicemen need to spend costly hours tinkering with makeshift connections.

All you stock is the C592 Pilotstat and T5000 Adatrol thermostat which you can buy separately and put together in the field—or the V5153 ADATROL combination Pilotstat-thermostat, which comes already assembled from the factory.

Think of the big savings this means in time, effort, and inventory! And think of how pleased your servicemen will be. And how easy it will be to give your customers a thermostat when they want one added.

So, start making your room heater business pay bigger profits! Call your supplier or local Honeywell office and order the ADATROL today!

For complete information on the new Honeywell ADATROL, or on any of the complete line of Honeywell Controls, just write to Honeywell, Dept. EM-12-122, Minneapolis 8, Minnesota.



Here's how the new add-on thermostat fits into the new Pilotstat.

- Fits all gas room heaters
- No more adapter kit problems
- No more costly stocking problems

MINNEAPOLIS
Honeywell

112 OFFICES
ACROSS THE NATION



First in Controls

Deepfreeze DOES MORE FOR YOU!



GET READY FOR 1956

There's sales magic in the name!

Prospects have long been presold on Deepfreeze products, even before they walk into your store. They know the name, they know the value they can expect. And now . . .

FOR 1956—Deepfreeze does even more for you! New products—beyond question the finest we've ever made! Powerful advertising support . . . hard-selling sales-promotion material.

There's quality throughout!

You'll find wonderful refinements all through the great 1956 Deepfreeze line. New features, new styling, new convenience.

You'll be excited about these new Deepfreeze models, so will your customers. It's a huge market . . . because there are millions of prospects who want only the kind of top quality they get in Deepfreeze appliances!

You offer features aplenty!

- A product for every home refrigeration need.
- Color-styled interiors—every unit smartly designed.
- Sell the complete Deepfreeze line for 1956—freezers, refrigerators, room air conditioners, and the beautiful, feature-packed Deepfreeze Duplexes.

Send the coupon now—get proof that Deepfreeze for '56 does more for you, does more for your customers, too!

Deepfreeze

HOME APPLIANCES

© 1955 Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Freezer-Refrigerator Combinations, Refrigerators and Room Air Conditioners. Specifications subject to change without notice. Deepfreeze Home Appliances also sold in Canada by authorized dealers.

SEND COUPON NOW

General Sales Manager
Deepfreeze Home Appliance Division
North Chicago, Illinois

EM-125

I am interested in how Deepfreeze does more for me in 1956.

Name _____

Firm Name _____

Address _____

City _____ County _____ State _____

The National Merit Scholarship Corporation

Business is Offered Big Dividends on Investment in Higher Education

Business firms searching for a satisfactory avenue to provide financial aid for our colleges and universities now have a new opportunity of major importance. It is provided by the National Merit Scholarship Corporation, which has offered to devote \$8 million to matching, dollar for dollar, gifts by business firms for college scholarships and supplemental gifts to the institutions where the scholarships are used.

The National Merit Scholarship Corporation, an independent agency financed initially by gifts of \$20 million from the Ford Foundation and \$500,000 from the Carnegie Corporation, has three major purposes which are closely related. They are:

1. To locate those of the nation's young men and young women who are best equipped to go to college.
2. When necessary, to help these young people go to college by giving them financial aid.
3. To help colleges and universities meet the full cost of the instruction of those to whom National Merit scholarships are granted.

At present about half of the nation's top high

The McGraw-Hill Publishing Company is availing itself of the opportunity to establish ten National Merit Scholarships. They will be known as the McGraw-Hill Merit Scholarships. The scholarships are to be awarded to qualified candidates for a four-year college course in the fields of science, engineering and the other professions and the liberal arts. There will be no limitation, beyond the appropriate professional accrediting, on the college or university selected by a successful candidate. As part of a continuing program to aid higher education and educational institutions, McGraw-Hill is happy to be able to share in what it believes to be the constructive educational endeavor of the National Merit Scholarship Corporation.

school graduates do not go to college. The principal reason is that they do not have the money required.

To Save Unused Brain Power

The National Merit Scholarship Corporation will strive to eliminate this dangerous neglect of top-flight ability. To this end it is inviting the nation's high schools, numbering more than 24,000, to participate in its program by designating as available candidates for National

Merit scholarships the top 5 percent of their senior classes. Those so designated are then invited to take a series of tests and to submit reports designed to assure selection of the very best talent in each state. The number of scholarships to be allotted to each state will be proportionate to the number of high school graduates in the state.

The winners, the total number of whom will be determined by the amount of money the Scholarship Corporation has available, will be eligible for awards. For those who need no financial help to go to college there will be honorary awards of \$100. For those who must have help the Corporation will grant scholarships covering as much as necessary

of the cost of instruction and living expenses for a four-year college course.

Colleges Get Financial Help

The provision of funds to cover the students' expenses does not, however, solve the financial problems faced by many colleges. That is because the tuition charges paid by the students do not cover the cost of the instruction. The deficit must be met by drawing upon endowment funds, gifts, grants, and other available sources.

Consequently, to prevent holders of National Merit scholarships from imposing any additional financial burden on the colleges and universities they elect to attend, the Corporation will make a supplementary grant to these institutions. The supplementary grant will be the equivalent of regular tuition charges made by the school, with a top limit of \$1,500 a year for both the tuition and the supplement.

As the scholarship grants to the winning students will vary, depending upon how much financial help they need, so will the supplementary grants vary from one college to another, depending on their regular tuition charges. However, it is anticipated that on the average the full cost of a National Merit scholarship—including aid to the student and the supplement to the college—will be about \$1,500 a year.

Many business firms will find a compelling appeal in a program which is designed at once to mobilize the nation's intellectual resources more effectively and, in the process, give very badly needed financial help to our colleges and universities.

Two For One Return Offered

However, there are numerous other inducements to business firms to finance National Merit scholarships. These scholarships may:

1. Carry the name of the firm or be named in honor of someone designated by the firm.
2. Be limited to use in types of colleges of particular interest to the sponsoring firm.
3. Be limited to a college course, such as science, engineering or liberal arts, of special concern to the sponsor.
4. Be restricted to candidates or institutions in geographic areas specified by the sponsor.

In addition to these advantages there is a special financial inducement to help the Merit Scholarship program. It is that for every Merit scholarship a firm or individual finances, the Corporation will, up to the limit of \$8 million, match the funds and make another National Merit scholarship available.

There are many good ways of helping our financially beleaguered colleges and universities, and many corporations are already using one or more of them.* For those companies that can do so without embarrassing complications one of the best ways is to make unrestricted gifts directly to the institutions. But this new way provided by the creation of the National Merit Scholarship Corporation (Address: 1580 Sherman Avenue, Evanston, Illinois) has the broad appeal of serving two purposes of transcendent importance simultaneously. The purposes are to see that our best brains are fully trained and utilized and that our colleges and universities, crucial contributors to this process, are helped at the same time. Business will serve the nation and its own community well by giving the National Merit Scholarship Corporation generous help.

* These, as well as the plight of our colleges and universities, are discussed in a pamphlet, "Business Aid to Our Colleges and Universities," which embodies a series of five editorials which appeared in all McGraw-Hill publications. Copies of the pamphlet can be obtained without charge by addressing the Department of Economics, McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, New York.

Methods of helping our colleges and universities financially are also outlined and discussed in a pamphlet, "Aids to Corporate Support of Higher Education," which may be obtained without cost by addressing the Council for Financial Aid to Education, 6 East 45th Street, New York 17, New York.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments that are of particular concern to the business and professional community served by our industrial and technical publications.

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PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.



"Commercial Credit has increased our volume"

says **MR. GEORGE R. WOLF**, President of Connecticut Appliance Distributors, Inc., full line Admiral distributor of New Haven.

WE selected COMMERCIAL CREDIT because they are the largest in the field and in our opinion, have the best coverage. Using COMMERCIAL CREDIT has increased our volume and has helped

keep us in a liquid position. Their plans include features which benefit the consumer as well as our dealers. I'm glad to say we have not discovered any shortcomings in our dealings with them."

COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS

A letter or call to the COMMERCIAL CREDIT office nearest you will get you prompt and expert help with your financing problems. Why not call today?



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$180,000,000 . . . offices in principal cities of the United States and Canada.

Pages from One Dealer's
PROFIT NOTEBOOK

Reported and Photographed
By HOWARD J. EMERSON



Any medium-size dealer who has been in business for 27 years ought—if he's any good—to have a lot of proven ideas and methods for things like keeping records, disposing of trade-ins, advertising, following up, delegating authority, and so forth

Ward Davison of Seattle, Wash., is good. So are the techniques he reveals here

ASATISFACTORY net profit for the appliance-TV dealer is more likely to come if he has spent at least as much time solving scores of small details and problems in his own operation as he has in voicing his opinion of major industry practices, says W. Ward Davison, owner of Davison's, Seattle, Wash. About to celebrate his 27th anniversary as a successful sales and service dealer, Davison feels that "some of the big problems in this industry seem to be out of our control as individual retailers, so we must pay more attention to the variety of details that can make us efficient merchants. I think that if we solve most of our little problems, many of the big problems will take care of themselves.

"There's so much that our industry as a group can do to make it a fair and decent and profitable business for those of us who are making it our life's work," contends Davison, one of the original NARDA members in the northwest and a founder of the active Northwest Appliance-Television Assn. "But I am disturbed by what I hear at some of our meetings here and in other cities which I've visited as a speaker for NARDA. I think that too many of us expect our national or local associations to perform some miracle that will automatically adjust our year's operation to show a 10 percent profit.

"The most that we can do through our associations is to

bring about industry conditions in which it is possible for us to make a profit through good merchandising and efficient management of our individual businesses. Of course, associations can also give us information and guidance that will help us meet the problems or details that mean profit or loss to our business. But we've got to spend at least a reasonable part of our time making use of the helps we get, and we have to devote a lot of time using our own experience to set up sound management and operation techniques.

"These problems never seem to be the same from dealer to dealer—at least in my travels I have never found a dealer who had solved every problem, and certainly I visit with the idea of picking up some ideas that I can adapt to problems I have yet to solve to my satisfaction. Such interchange of ideas is as valuable to the individual dealer as any major change of industry policy."

With that in mind, ELECTRICAL MERCHANDISING spent a week with Ward Davison studying his handling of management and operational details. Features of his organization that had interested visiting dealers, procedures which he had described with success to various dealer meetings, solutions that he had worked out profitably, were analyzed by Mr. Davison and are presented on the following pages.

MORE →



A central intelligence department for all customer records, developed by Seattle dealer Ward Davison, left, helps Olive Haycox in office management, sales manager Jack Neville, and service manager Larry Davison. J. Edgar never had a better . . .

"FBI" File for Speed and Efficiency

"OUR 'FBI' file has been a development that has saved us untold number of hours, many dollars, and I'm sure it has made real boosters out of many customers who otherwise might be lost due to lack of prompt attention," says Ward Davison, pointing with pride to his "File By Individuals".

"I feel that any dealer is in a much stronger position competitively if he has facts on his own operation and on his most valuable asset, his customers," Davison continues. "This should include a filing system which at a glance gives you a picture of sales and service dealings with Mr. and Mrs. John Doe.

"Determined to have a filing system which would give us a complete picture of our transactions with each customer, without a lot of extra detail, we developed a simple clinical filing system that collects information under the customer's name. In a regular filing cabinet we place a manila folder alphabetically for each customer—

whether a service or sales customer—beginning with the first transaction. From that moment on, a record of every contact with that customer goes into that folder, although there may be duplicates elsewhere in the store for other purposes.

"For example," Davison explains, "the purchaser of a major appliance or TV would get a letter-size manila folder in the FBI cabinet beginning with the copy of the purchase order and the credit report, if any. Next would go in a copy of the delivery order. Later would follow the 'call-back' report signed by the salesman, any correspondence from the customer with a carbon of our reply, plus any correspondence with lending institutions regarding the account."

"When the product sold carries a warranty, or in the case of a TV set sold with a service contract, we make up a 'service record card' the same size as our regular service orders. This goes into the customer's folder until such time as service is requested. When the customer phones

for service, this record card is pulled from the file and placed with the regular service orders for the day. The serviceman uses the card the same as he would a regular service order, noting on it the work done, the parts used, and the amount of charge based on an intra-store rate.

"This service card goes back into the customer's folder—and by this system we have saved the time and cost of making out a service order and the serviceman has on every call a complete record of all work that has been done on that appliance or TV set. And it enables us to check back on the number of calls and cost of warranty service on any brand or model—information that often is helpful in our buying and in making plans for promotion of a particular brand or model.

"When a person comes to our store first as a service customer," Davison points out, "his 'FBI' file folder is started with the record of the first completed service call. The third copy of 'snap out carbon' service orders are used for the file copy. The first copy goes to the office and the second copy to the customer. A copy of all subsequent service orders go into the file. No time or effort is spent on transferring service information to a separate service record card—yet our service manager can reach into the file and pull a record on every service call ever made at a customer's home while that customer is talking to him on the 'phone.

"Such an availability of records helps in other ways. It provides a complete background on the appliance or television set for the service manager or the serviceman, whether before a home call or doing work in the shop. And it certainly brings down to earth the service customer who calls with an angry 'you were out here only last month and soaked me fifty bucks' when the service records show that it was 7 months ago and the charge was \$17.50.

DAVISON'S FILES include the extremely helpful record card shown above which lists all pertinent information on customer service transactions.



Over-allowance, if any, given by salesman Bob Riley, and determined in realistic appraisal by TV serviceman Ed Jensen, will be charged Riley's account. But Riley will share in any profits on this set under incentive plan of Davison's which is . . .

Making Salesmen Into Traders

"OUR salesmen are good traders. They were an important factor in our grossing 33.67 percent on trades in 1954 after deducting costs of reconditioning and taking a markdown on inventory," Davison states. "And I believe that the development of a sound trading policy is a crucial point for all dealers who want a profit from their white goods department. We aim toward profitable trading in at least three ways:

"First is an incentive plan for our salesmen. We have found that any salesman will be a better trader if in the first place he has a personal stake in the success of his trading, and second if there are records or charts that show the salesman reacting how he shapes up as a trader, both financially and in competition with other salesmen."

"The best incentive plan that we've used gives the salesman an interest in the gross profit or loss from the traded-in merchandise. Each salesman has a "trade-in-account"—to this account the store charges all over-allowances at the time of the original sale. Then after the used appliance is sold,

any gross profit above the 35 percent that the store sets on each used appliance is credited to the salesman's trade-in account. If the salesman should end up the year with a deficit, it is deducted from the bonus that he gets each year. If he ends with a favorable balance, he gets it—and at the end of 1954 this incentive system produced a check for more than \$1,000 for one salesman as a result of his success in trading.

"A second factor that has been important in our trade in policy and which has been helpful to the salesmen is consistent use of the blue books in our selling. We have four copies and no one of us considers a trade or even talks on the floor with a prospect without having a blue book handy. These books help us in several ways. One of the most important is the way they bring to the prospect a printed realization of the actual market value of the appliance they want to trade. They might consider that we were picking a low figure out of thin air in order to make some money—the blue book makes it clear that Davison's is not the

only authority for such a low evaluation of their appliance.

"Another help the books give us in this situation—the prospect says, maybe in sincerity, "this is a '48 Frigidaire that costs us \$339." Of course there's no date or price tag on it, but there's the model number that we can use in the blue book to show the prospect that it is a 1947 model that OPA'd at \$225. We are in a much better trading position when that situation has been cleared up.

"The third factor in helping our salesmen become profitable traders, and certainly in helping us show a nice profit on used appliances, is our attention to reconditioning and guaranteeing everything we sell. We have followed the TAG program since Frigidaire brought it out. If we can't put an appliance in such a condition that we can guarantee it, we junk it. But most important recently has been the setting up of equipment that enables us to overhaul sealed refrigeration units. Already this has helped our own used appliance business considerably.

MORE ➔



Flagged records show Davison and salesmanager Neville if salesmen have followed up every appliance or TV sale within 60 days. Davison gives many reasons why he knows . . .

It Pays to Make Salesmen Follow-up

"In a market area noted for maybe more than its share of discounting, buyers' clubs and other types of competition that make it tough for the merchandising dealer, we have to hold on to the customers we have and try to keep them from falling for the temptations that are offered them daily," Ward Davison states.

"We know that it is important to get up off the chair and go out and cement favorable relations with customers. And we do this primarily through a planned program of follow-up.

"When a sale passes through the office, our sales manager Jack Neville makes out in triplicate a small form giving the name and address of the customer and the product. He gives two copies to the salesman and puts the third in a file for other use, for example, sending out a Frigidaire birthday card when the appliance is a year old.

"The salesman who handled the sale is expected to follow-up with the customer within 60 days, and Neville has his copies flagged so that he can be sure that the salesmen do. At the home, the salesman makes the usual type of follow-up—

checking the appliance himself to be sure it is working properly and getting the customer's reaction to it. He writes on one of his copies the customer's reaction, whether satisfaction or complaint. This copy goes directly to the service manager, Larry Davison, who will have his department immediately visit the customer and correct any problems which she complained about. Then, whether there was any work to be done or not, this copy goes into the FBI file along with all the other records relating to this customer.

"This follow-up system guarantees that every one of our customers will be satisfied, and what is equally important, every customer will know that we are interested in taking the time to be sure that she is satisfied. It takes care of the cranky customer too, the one whose appliance may cause trouble a few months later and who tells us "the darn thing never did work right anyway." We will have on file the record of the follow-up that will show that either she was perfectly satisfied or that we corrected any problem she was having.

"For every follow-up call the store pays the

salesman 50 cents. It may not seem like much until one realizes that during a month, spotting the calls into free periods in their outside calls, each salesman can pick up more than his month's lunch money.

"Of course, these follow up calls mean a lot more than 50 cents to the salesman. Herivel and Riley know all the techniques of making these calls produce leads for both future sales from the customers and from neighbors and relatives who have expressed interest in this customer's new appliance or TV.

"The follow up routine serves another purpose. The third copy of the follow up form is kept by the salesman for his personal record with notations that may help him sell to the customer in the future. The copy that he fills out and turns over to the sales manager ends up in that customer's 'FBI' file folder. This copy, with the record of the salesman's follow up of the customer, gives that salesman commission protection for a reasonable time if that customer should come into the store and buy from another staff member."

Something old, something new, in Davison's used appliance store gives salesmen flexibility in selling. Davison and salesman Herivel spot medium priced new Frigidaire where it will . . .

Sell the Used — or Sell Up

A TECHNIQUE that helped our used appliance operation build a 34.9 percent gross profit in 1954 was the spotting of one or two new refrigerators and one range at random in the used appliance display," Davison relates. "We find that it gives us more flexibility in our handling of prospects.

"First, I should mention that we do not use leader models of new appliances in the used display—for one reason, we usually can make out better selling one of our good used items than we can on a low end model. We put in a middle of the line model, usually the one that is currently the fastest seller. And they are first quality merchandise, not damaged, and are tagged at the same price as on the new appliance floor.

"We don't try to steer used appliance prospects to these new refrigerators and ranges unless they indicate that they aren't satisfied with any one of the used. Many of those prospects may have

thought at the time that a used appliance would fill their needs, but when they saw them they just knew that they couldn't be satisfied and only a new one would do. Those few new ones we have there enable us to hold onto that type of prospect long enough to make them a prospect for our new appliances and to arrange to take them to the main store for a look at the full line.

"Another type of prospect reacts to the new appliances differently, but with results for us. While looking at some of the best used refrigerators, for example, a couple frequently is a little shocked by the price tags. They can't quite see why a used refrigerator should be worth \$125, for instance—even though it is reconditioned and guaranteed. One look at a current model, with the price tag showing close to \$300, brings this couple back to earth. They go back to their choice of used refrigerators thinking no longer of the \$125 it will cost them but of the \$100 to

\$200 they are saving by this purchase.

"Surprisingly, there's another kind of prospect that goes through the same routine and reacts altogether differently. This couple, for instance, will be shocked by the price of a used refrigerator that is of the quality they want. Sometimes they even say: 'why, we could practically buy a new one for that!'. And we are very pleased to show them that they can—almost. We can show them the new refrigerator, tell about the better trade they can get on it, and also show that the difference in the period of the contract will give them the new one at not much more a month than they would have to pay on a contract for the good used box. Then the good salesman has this couple deciding between a few dollars more a month—not between \$125 and \$299.50.

"I hope it is clear that we try hard to sell up to the new only when it is evident that we may not get the customer as a used appliance buyer."



Anniversary advertisement is shown by adman Cappy Ricks, right, while dealer Davison holds sketch of tie-in birthday card—evidence of balanced merchandising program this dealer says he can get and still . . .

Save Money with an Ad Agency

ONE of the most sensible moves we ever made in our 27 year history was to take on an advertising agency," Davison relates. "Yet, at some of our dealer meetings here and in traveling for NARDA, I find dealers—some much larger than we—who say they can't afford an agency.

"Frankly, I don't think a retailer can afford not to use an advertising agency. Just look at one angle. If the dealer puts a realistic value on his time, then it is cheaper to hire an agency than to do the advertising job himself. An advertising agent who is qualified can do the layout work, the overall planning and actual placing of advertising much better than the average dealer. Since we have had an agency I have more time to plan special promotions and to work with distributors in carrying out various sales programs.

"If for no other reason I'd find an advertising

agent valuable just because he doesn't forget about advertising. I used to get to it when I had a break between other jobs, not necessarily when the advertising work should be done. And the agent does a variety of advertising jobs that give us a balanced promotional effort—and I think that is an important place where we dealers tend to fall down, usually by sticking to newspaper advertising alone. On the other hand, a dealer is often a sucker for various advertising schemes that come along. Many dollars can be wasted on a hit or miss type of advertising. An advertising agent keeps the dealer on the ball with a planned program and is a big help in turning down the promotion experts who call every day.

"The Cappy Ricks & Associates Agency, which handles our account, does the job of analyzing the co-operative advertising offers of our suppliers

in terms of how well they will work for us as a neighborhood type of sales-service operation in the less than \$300,000 volume bracket.

"Ricks and his staff decide whether there should be direct mail tie-in with the newspaper copy and what type of point of sale promotion we should use. He prepares our radio commercials, and that's a very specialized job if the dealer wants to get action instead of just hearing his name over the air. He prepares publicity releases with photos when we have some event that can be made newsworthy, and he seems to have the right contacts to get a lot of it published. And that brings up a point that is very important to dealers like us—an agency represents a pretty big aggregate buying power that talks in a much stronger voice with newspapers, radio stations, artists, etc., than any one of us as a single dealership can."

MORE →

PROFIT NOTEBOOK (continued)

Down goes the value of this traded in refrigerator as salesman Bill Herivel, left, and dealer Davison re-appraise it for inventory. The book will record over allowance as a charge against gross sales. Davison's makes money on trades because they . . .



Don't Overlook the Over-all Allowance

"IN 1954 our records showed that we considered over-allowances given on trade-ins represented one percent of the store's gross sales volume. We think that was a low figure in this market area during a year that was very competitive. We think, too, that having a knowledge of over-allowances and having a place in the records where they stand out clearly is very important to the dealer," Davison contends. "The auto trade calls it 'OA', and a permanent place for such 'Over-Allowance' is built into the auto dealer's accounting system.

"The dealer who is showing a true profit in his new and used appliance and TV business

must charge the over-allowances where they belong. We feel that any excess allowance over and above what we would be willing to pay in cash is an over-allowance. We therefore charge to an over-allowance account any excess. The total of this account is deducted from gross sales to determine the actual net sales for the month. Each month, repairs to trade-ins, both labor and parts, are charge to an expense account so that no fictitious profit is shown on our monthly statement because of an increase in inventory due to repairs which may or may not become salable.

"At the end of the year we charge total of

repairs to the cost of trade-ins sold so that the gross profit represents a true figure. Any used appliance or TV in stock is appraised for inventory at cost or market, whichever is lower.

"From the moment we accept a used appliance or TV in trade, we have a financial record on it. We use a 'trade in record book' which has a place for the following information across the long way of a legal-size sheet: trade-in number, incoming salesman, date received, incoming invoice number, person received from, make and model, original cost, trade discount allowed, less adjustment (this is the over-allowance record), actual inventory cost, repairs etc."



"ACCOUNTING records play an important part in our operation," Ward Davison states in showing the 1954 records prepared by an accounting firm. "I feel that it is vital to good management to know where you are making your gross profit and how much of your gross profit is represented by each classification of sales.

"We break our sales records down into six divisions: 1. Radio and TV; 2. White Goods; 3. Trade-Ins; 4. Electric Housewares; 5. Parts accounting procedure and classification of accounts and Supplies; 6. Income from Labor. Our accounting procedure and classification of accounts is very similar to that suggested in the NARDA accounting system, which I believe is a very good system for the average dealer.

"Each month our records show the amount of gross profit for each classification, the percentage that amount represents of the total gross profit, and how that percentage compares with the

percentage of sales that item represents to the total sales. For example, during 1954 our radio and TV sales represented 22.34 percent of our gross sales but only 18.95 percent of our total gross profit—yet we showed 28.53 percent of gross profits on sales.

"Here are some other figures from our 1954 records that we find valuable:

	Percent of Gross Sales	Percent of Gross Profit	Percent of Net Sales
Radio & Television	22.34%	18.95%	28.53%
Refrigerators, Ranges			
Laundry Equipment	41.83%	39.52%	32.44%
Small Plug-In Appliances	1.32%	.78%	20.51%
Trade-Ins	11.70%	12.41%	34.89%
Supplies & Tubes	8.44%	8.55%	32.29%
Labor Income	14.37%	19.79%	45.27%
	100%	100%	33.67%

"After studying such figures we can tell where to put our emphasis. It also reflects any trend towards over-allowances, as that will effect the

gross profit percentage very quickly," Davison points out.

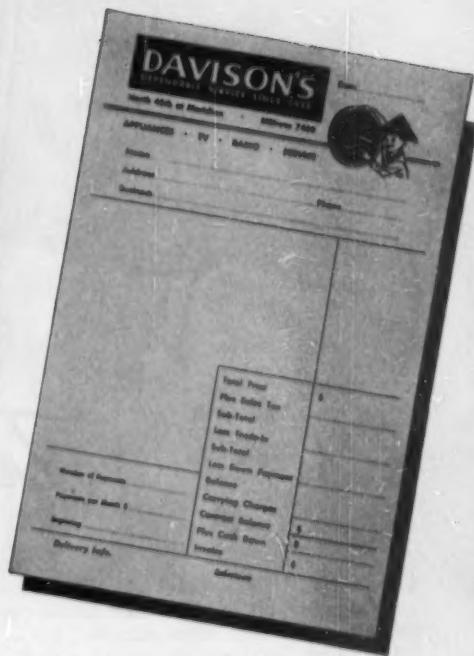
"These figures showed us also that white goods by themselves were grossing only 32.44 percent—however, the trade-ins which resulted mostly from those white goods sales returned a 34.89 percent gross profit and accounted for one-eighth of our total gross sales.

"Another set of figures prepared each year for us by our accountant, James Hays, shows the turnover ratio for each group. For example, in 1954 the turnover for all products was 1.68 times; for white goods it was 8.9 times, while for television it was only 4.95 times, and for parts 1.68 times.

"From experience I have found that figures above the expense line are just as important to the dealer as those below. Starting out with a respectable gross profit doesn't mean you can end up with a good net, but it surely helps."



"We get it straight with every prospect the first time," says dealer Ward Davison as salesman Bob Riley gives prospect Margery Schmeiser a carbon copy of the deal he has worked out for her on a Duomatic. He's using a "sales proposal form" which is . . .



A Memo that Remembers

A LOT of sales problems have been straightened out for our store since we developed special 'Sales Proposal Forms', " Davison reports. "These replace the scratch pads and backs of old envelopes on which we used to scribble the various figures relating to a purchase that a prospect was considering. And the idea was so simple and helpful that several other dealers in our area are now doing the same thing.

"While talking with a prospect we figure out the deal on a special 5½ by 8½-in. Proposal Memo pad, making a carbon copy. In the early stages of the talk with the prospect it serves the same purpose as a scratch pad. But as we go along with the talk, we continue to add information—filling in each line of the form printed on the pad until it presents a clear picture of the whole proposed transaction—total price, tax, sub-total, less trade-in, sub-total, less down payment, balance, carrying charge, contract balance. Also shown are the number of payments, the amount per month and the date payments begin.

"It is easy for us to say, after putting down all this information 'I want to give you a copy of this, let me put down your name.' So we get the name and address of practically every prospect that comes in the store.

the prospects decide to think it over—or if it is a wife or husband alone who would want to take the information home, the original copy is given them. When they sit down at home there is no need to rely on the memory of the one who came to the store, no need for such unanswered questions as 'how much would it be a month?', 'what is the down payment?', 'how long do we have to pay?', 'how much is Davison's giving us

on the trade?"—it is all on the memo and signed by whichever one of us dealt with them. If the couple should have a question that is not answered on the memo, they can telephone and during the conversation the person here at the store can have the carbon of the memo in front of him, even give them a new set of figures if a different model is being considered.

"In many cases, when the husband and wife come in together, the clear picture of how they can buy what they want—all set down in front of them in writing without any verbal 'abouts' or 'it should run this or that'—will help close a deal right there. If they do, all the salesman need do is get the credit information and arrange a time for delivery. The copy of the memo is all the office needs.

"Actually, it often works the same way when we give the prospects their copy of the memo to take home. They think it over, always with complete story in front of them, and then telephone us to say they'll take it. We've closed many appliance and TV sales that way. On such a closing, all the salesman need do is turn the carbon of the memo over to the office and the store can go ahead with a credit check and have all the contract papers ready for the customer. In the meantime the appliance or television set can be made ready for delivery.

"How about the sales that don't close that easily, or that never are closed? Well, when the salesman follows up one of these prospects, or when the prospect comes back to the store with husband or wife, there's no question about what kind of deal was promised on the initial call. When they come in the salesman pulls out his car-

bon of the memo and there's no chance for the prospect to claim 'you promised me \$150 for our old washer' when the figure quoted was \$75. The prospect knows exactly what figures are on his original of the memo, whether or not he brought it back with him. Surprisingly, most do bring it back as a safeguard, feeling that on the call back they might not be given such a good offer on their trade—they want to be able to show in writing just what was offered the first time.

"Now, I'm sure that most dealers will wonder right away—do prospects take this memo and cruise the city looking for a better price? I'm sure that many do. But I feel that most of these prospects would do that anyway. When they take our memo and get a better deal, it will be on the level with the other dealer. It won't be done by going into the other store and telling the salesman 'we can get this for \$165 from Davison's', verbally knocking 10 or 20 dollars from the price we quoted. I don't think there's a dealer in Seattle that doesn't know about this memo we give to prospects. If a prospect quotes a price of ours the dealer is most likely to say 'show me the memo Davison's gave you and I'll see what I can do.' If he can make a better on the same brands, then we are not figuring right or maybe the other dealer is trying to lose money.

"Most customers don't intend to stretch the truth about what the other dealer will do, but without anything in writing they are liable to stretch a little, like some of our fishermen around Puget Sound. The use of our sales proposal memo not only helps keep the customer honest, but also helps keep our salesman from getting carried away."

MORE



Visual identification for Davison's, Seattle, through use of character "Davy" is seen here on truck of TV serviceman P. G. Morrison and on sign in rear facing store's parking lot. Only two ways this neighborhood dealer is . . .

Using a Trade-Mark to Build Business

"SOMETHING that has gradually assumed quite a bit of importance to our organization—and with that, more sales and service at a better profit—has been our use of a store trademark that gives our business itself a personality that is separate from any of us as individuals and from our brands," Ward Davison states.

"In 1952, working with the Davison name we developed a cheery little fellow we call Davy—and honest, it was really long before the Crockett version came along. Originally we used him for a one sheet mailing piece. It gave us a character to speak for us, and a title, the "Davygram", which created continuity for the promotional

messages we sent out regularly. Sub-titled "news flashes on latest developments for your home" it is still going to 5,000 homes monthly in our shopping area.

"The success of the Davygram encouraged us to make more use of the little fellow. Now, Davy is the character tying together everything that our stores does in relation with the public. He's on our letterheads, personal cards, invoices, memo pads, envelopes, in our newspaper advertising, telephone book listings, on our windows, trucks, posters and anywhere we make a visual approach to the public. Next is our plan for a sign portraying Davy. This will go on the

corner of our building to identify the location of Davy's headquarters to all who have seen him in any of our promotions.

"The history of using a character developed from the store name, or that of the owner, using a familiar name for the real one as Coca Cola did with 'Coke', is very favorable in retail merchandising. Certainly we have found it so with little Davy. We feel that such an idea can be handled with dignity, that it can establish a personal feeling for the store that we wouldn't get as individuals, that it gives the store impression of larger size and more importance and activity. It is inexpensive, effective advertising for the dealer."

This center for service, delivery, parts, pricing and payroll has saved Davison considerable in his 'backroom operation'. He released authority to service manager Larry Davison and found the store began to make . . .

Profits from a Pivot Man

"ONE reason that our store was able to show a 48.5 percent gross profit on labor income in 1954 was the decision some time ago to place responsibility on a service manager, my nephew Larry Davison," says dealer Ward Davison. "It is a decision that most dealers in the over \$200,000 group have to make sooner or later—to release authority in the service operation as well as in sales management.

"The dealer who starts off as we did 27 years ago with less than a handful of people making up the whole organization, and then grows slowly, adding personnel and dividing them into departments, has a natural tendency to hold onto control of these departments too long. Sooner or later his control hinders instead of helps these

departments because at the same time his own specific duties as an executive of a larger concern demand more of his time. Before it is too late the owner has to increase his attention to the setting of policy, and turn over the administration of this policy to competent managers of sales and service.

"We are doing it now in the backroom, for example, by using a coordinating center for all operations, with Larry as the pivot. He's responsible for all incoming service calls, scheduling the servicemen's shop time and outside calls—and coordinating the latter with deliveries for the sales department. Under Larry's supervision, too, is the purchase of all parts, their distribution and inventory control.

End



OVER 1000 PEOPLE
showed up to watch this
fashion show at J. N. Adam
Co. in Buffalo . . .

. . . MOST OF THEM
stayed to look at the TV and
hi-fi sets which were on dis-
play there



FASHION SHOW Sells Hi-Fi

By TED WEBER Jr.

To see how, turn the page ➤



Here's How a Fashion Show Sells Hi-Fi

(continued)

THE "Fall Fashion Festival" staged last month by the J. N. Adam Co. in Buffalo is an outstanding example of how a manufacturer-suggested promotion can be tailored to an individual store's requirements.

The idea of the fashion festival was created for RCA Victor by W. L. Stengaard and Associates, Inc. Packaged in an impressive brochure, the festival idea was sent to RCA distributors for local use. Although the factory package was surprisingly complete, the idea of a fashion festival was still only a skeleton around which the individual store could build its activity. The form which the festival finally took at J. N. Adam reflected both the store's personality and the particular objectives its executives had in mind when they approved the promotion.

Basically, J. N. Adam saw the festival as an ideal vehicle for launching their fall merchandising activities on both women's fashions and on the RCA line of TV, radio and hi-fi. The store was obviously looking for an immediate return in the form of both traffic and volume but equally important was the identification with RCA which the firm hoped to establish by means of such an ambitious merchandising venture.

The Idea Behind the Show

Here's the way the festival was described in the Stengaard brochure. "The Festival offers an ideal opportunity to capitalize on one of the newest

along with one of the oldest interests: Milady's appearance. Women's apparel and accessories have been a major social motivation back through recorded history. Hand in hand with this concern has been the attention to the sounds that have entertained throughout the ages. Only recently has the reproduction of sounds so that they duplicate the original performance been achieved in handsomely packaged, ready to plug in and play equipment. . . . Now your store can combine these interests gracefully and realize a profit."

The fundamental proposals in the RCA package were (1) a fashion show at which hi-fi (and television) could be demonstrated and (2) a store-wide tie-in with the fall fashion festival.

The Store's Role

It was in the execution of these two basic suggestions that J. N. Adam added its own touch.

Probably most important was the staging of the fashion show. A long runway was set up in the middle of the home furnishings floor and some 1000 folding chairs moved in. This made it easy to tie in personal fashions with fashions for the home. Fourteen model homes around the edge of the floor were redecorated to feature RCA products (TV, radio, hi-fi and records). A display of old-fashioned instruments was set up in the adjoining TV department. Thus, although many of the women may have attended the fashion show simply to see fall styles,

(Text continued on page 58)

Special Preview Publicizes Festival



AN OPPORTUNITY to meet famed symphony director Arthur Fiedler was the principal attraction which drew Buffalo civic leaders and the press to a special festival "preview" in the store's Magnolia Terrace restaurant.



SECOND ATTRACTION at the preview was the colorcast of Milton Berle's first program of the year. The preview offered many guests their first opportunity to watch a color program.



FINAL ATTRACTION at the preview was a discussion and demonstration of hi-fi equipment by George Marek of RCA. He played unreleased recordings for guests, using a \$1600 RCA hi-fi set which had been set up on stage in restaurant.

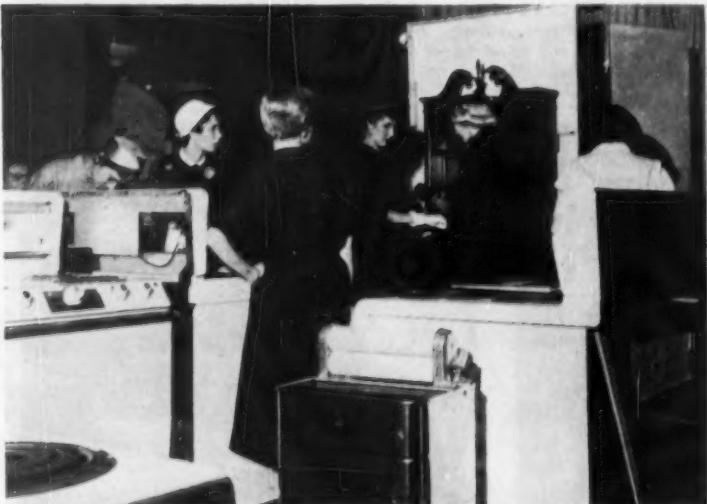


HOST for the evening was Homer Selman, president of J. N. Adam. Interest of store's top executives in the festival and the store-wide cooperation in planning the promotion were key elements in successful staging of the festival.

... Careful Planning Puts It Over



FASHION SHOW WAS carefully planned so that it would not interfere with normal business. Here, two hours before show-time, Abrams and TV merchandise manager Fred Porter confer on details as crews set up stage and seating.



STORE'S APPLIANCE department was "backstage" for the fashion show. Space at the rear of the appliance department had to be set up as dressing room for models, who used appliance department (above) while waiting their turn on stage.



MODELS made their appearance on the runway through a stage flanked by hi-fi sets which were used to provide musical background for show. Sets were also demonstrated during intermission midway in the fashion show.



DISTRIBUTOR PERSONNEL joined with store salesmen to handle crowds after the show. Here TV buyer Bill Kuhlman, center, and Bill Boss, head of local branch of RCA Victor Distributing Co., explain set's features to a visitor.



SETTING UP OF ALL DISPLAYS including the 14 model rooms around the edge of the home furnishings floor was the responsibility of display director Ken Hildreth, here putting a finishing touch on one of the rooms.



WHEN DISPLAY ROOMS were thrown open to public after the fashion show every TV set was hooked up and operating. Just before the show RCA Service Co. technicians checked each set to make sure they were perfectly adjusted.

MORE →
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Fashion Show Sells Hi-Fi (continued)

Entire Store Backs The Festival Promotion



INVITATIONS like those in the hand of publicity director Dave Abrams went to patrons of the Buffalo Philharmonic. The public was invited through large-space newspaper ads. But everyone was asked to stop in at the store and pick up tickets in person.



LEDGE DISPLAYS like this one in the store's record center were scattered throughout the main floor. All displays were built around material supplied by RCA and the same theme and art work was used in J. N. Adam's newspaper advertising.



STORE TRAFFIC in both the record center and in the fifth floor television department was stimulated by making fashion show tickets available only in these two departments.



THE FASHION SHOW was merely the highlight of a week-long promotion on radio-TV and hi-fi. Displays like this one in the store's Main St. windows drew attention to "fashions in home entertainment."



GOOD ATTENTION getters were these escalator display cases, devoted to RCA Victor records, and once again featuring the same display theme used in the front windows and in the first floor displays.

they could hardly help but take notice of fashions in TV and hi-fi styling.

Promotion of the festival was unusually thorough-going. Display began with three windows devoted to fall fashion festival (with display material supplied by Stensgaard). Ledge displays using the same display materials were located throughout the first floor. Escalator display cases and elevator cards also called shoppers' attention to the festival.

To lend "name appeal" to the fashion show RCA Victor arranged for personal appearances by popular songstress Jaye P. Morgan and Arthur Fiedler, conductor of the Boston Symphony.

With Fiedler's appearance assured, the store mailed invitations to 10,000 patrons of the Buffalo Symphony.

Each person was invited to attend the fashion show; tickets were available at either the first floor record center or the fifth floor TV department. An invitation to the public was extended through newspaper advertising; these tickets were distributed in the same manner.

One important additional step was taken by the store. With the fashion festival scheduled to get underway on September 28, a special preview was arranged for the evening of September 27. Civic leaders and members of the press and radio were invited to a cocktail party and buffet supper in the store's Magnolia Terrace restaurant. Guests heard a hi-fi demonstration by RCA's George Marek and were invited to watch a color broadcast of the Milton Berle show on RCA color

sets which had been installed for the evening.

Did It Pay Off?

There are a number of rules which can be used in measuring the effectiveness of a promotion of this sort.

There is little doubt that the program was extremely well "staged." There was no interference with normal store traffic (the fashion show area was set up after the store closing on Wednesday and torn down again before midnight). The store-wide promotion was remarkably well integrated. The direct mail effort was also well organized, with the requests for tickets surprising even the most optimistic of store officials.

The fashion show itself was extremely well attended. About 1000

persons attended, a particularly good figure when one remembers that it was not a shopping night and that attendance meant a trip to downtown Buffalo.

Similarly, the fact that the crowd was slow to leave the fifth floor afterward speaks well for the physical staging of the show. People wandered from "room" to "room," examining the new merchandise on display and stopping to look over the displays of old-fashioned sets.

The long range effect is hard to measure but store officials are completely optimistic. They believe in identifying themselves with the brand names they feature and they are convinced that the promotion was extremely valuable in tying in the J. N. Adam name with RCA Victor. End



HE OWNS THE COMPANY—or part of it. Dealer Frank Mondello, owner of Stanton Radio in White Plains, N. Y., not only sells Stromberg-Carlson TV sets but he also owns stock in the firm. That's because his distributor pays monthly bonuses in the form of General Dynamics stock.

HOW do you go about building a stable retail structure in a chaotic market?

A unique stock-dividend plan is providing part of the answer for Gross Distributors, New York distributors for Stromberg-Carlson.

The stock dividends, however, are only the most spectacular feature of a TV merchandising policy which also includes:

(1) Limited franchising—there are only 125 Stromberg-Carlson dealers in the entire metropolitan area and none of the high volume, flamboyant merchandising chains are included.

(2) "Clean distribution"—the line is distributed only through franchised dealers and, thanks to the stock dividend plan, there is relatively little trans-shipping of Stromberg-Carlson

merchandise in the area.

(3) Full margins in addition to the stock bonuses.

How It Started

The stock dividend plan is an outgrowth of a merchandising policy begun three years ago by David Rubinger, Gross vice-president in charge of the Stromberg-Carlson line. Faced with the job of building up his TV volume in a demoralized market, Rubinger decided to make some basic changes in conventional dealer franchising. Ordinarily, big chains occupy a dominant role in any marketing structure designed for the New York area. Rubinger, however, decided that the chains would not provide him with the type of merchandising he wanted. Even worse, independent dealers could not compete with the chains and their tremendous bargaining power.

Rubinger's remedy was simple. He bypassed all of the carload operators. For them he substituted department stores and quality music houses as so-called "bell-cow accounts." These pro-



AS PROOF that his merchandising innovations have paid off distributor Rubinger can today point to a list of franchised dealers who are effectively covering his market area.

New York's Gross Distributors have built a stable dealer organization in a chaotic TV market by a tough franchise policy and a promise of extra profits in the form of stock bonuses

—no cut-price advertising, no trans-shipping, etc. Under terms of the contract the accumulated credits were not payable to a dealer whose franchise had been cancelled for violating the terms of the franchise.

Early this year Rubinger decided to expand OCZ and make it even more attractive. Aware that Stromberg-Carlson had merged with General Dynamics and that GD stock was one with an attractive growth potential, Rubinger decided to make his bonus payment payable in GD stock.

Each set is given a specific point value, ranging from 8 to 16. These are termed "stock exchange points". Each month the dealer's set purchases are totaled in terms of these points. If a dealer buys 60 points worth of stock and GD is selling for 60 on the New York exchange, the dealer earns one share of stock. If he has earned 80 points, one share of stock is purchased for the dealer and the extra 20 points are carried forward to the next month. The points are accumulated and stock is issued only when the dealer has accumulated 10 shares.

Each month the dealer receives a statement showing the stock exchange points he has accumulated, the amount of stock he holds and the month in which stock dividends will begin.

By now Rubinger isn't particularly worried about his dealers violating the terms of their franchises but by withholding the stock until ten shares have been accumulated he does have some control over the dealer's behavior.

Retail Reaction

The ultimate test of any incentive system is its appeal to the dealer and in this respect the Gross stock bonus plan appears to be a real success. Rubinger is convinced that dealers like the plan; the Stromberg-Carlson dealers contacted by ELECTRICAL MERCHANDISING confirm his estimate. Their enthusiasm varied but all of them were in favor of the stock plan. Few dealers have any illusions about getting rich from the stock bonuses but they all like the idea of a monthly payoff for pushing a line which carries full margins to begin with. End

Successful Small Appliance Service

8. REPAIRING OPEN-FACE BROILERS

Testing a broiler is different from most small appliances because several current consuming devices are frequently connected in parallel. So, the object is to rule out open and short circuits and grounds so you can connect to full voltage and find out what works and what doesn't

A de luxe model rotisserie features several cooking methods in the one appliance. For example, a whole chicken—or any other piece of meat which will fit into the cooking compartment—may be impaled on the spit where it will be rotated automatically under the broiler heating unit in a manner similar to what you have seen at a roadside barbecue stand. And the top of several models is so designed that it may be utilized for surface

cooking or as a warming compartment at the same time. Or, if the rotisserie is so equipped, it may be converted into a roaster by inserting an auxiliary bake unit in the bottom of the cooking compartment.

Some manufacturers, however, have produced less elaborate models, some of which feature rotary broiling only, to appeal to purchasers who enjoy this type of cooking but prefer to sacrifice one or more of the de luxe model extras for a lower initial outlay.

By P. T. BROCKWELL, JR.

Components

The Two Basic Electrical Operating Parts comprise (1) the broiler heating unit which being in the ceiling of the cooking compartment serves also to heat the pan or the warming compartment on the top side of the appliance, if it is so designed; and (2) the motor which turns the spit.

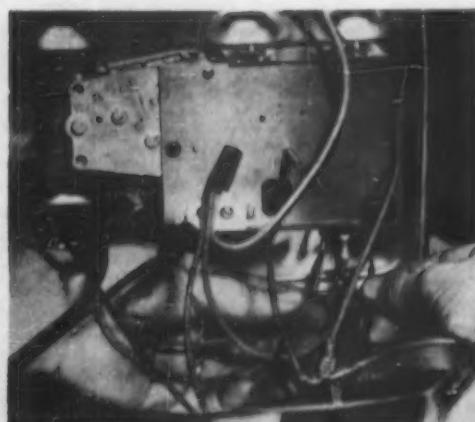
Control and Signaling Devices—which and how many depend upon the make and model—include a pilot lamp to indicate when the rotisserie is operating, a buzzer to inform the user when the cooking cycle has been completed, a heat control, a spit motor switch, and a timer. A receptacle to which the bake unit may be connected is provided in the models which have this optional accessory. As a safeguard against overloading the rotisserie wiring as well as the house circuit which would occur if the bake and the broiler units were connected simultaneously, the bake unit receptacle is controlled by a double-throw

switch which will energize the broiler unit in one position and the bake unit in the other.

The heat control used in some models is a type of infinite control switch. This device controls the temperature of the cooking compartment by periodically interrupting the flow of electrical energy to the heating element. The duration of these interruptions may be varied by the user through the control dial. If the dial is set at one-quarter of full heat, the current will flow to the element fifteen seconds out of every minute; at one-half heat, thirty seconds out of each minute; at full heat, the current will flow uninterrupted. Hence, an infinite number of variations in heat intensity are available between the high and the low extremes.

Oversimplified for the sake of clarity, here is how this type switch operates: A cam within the switch mechanism is rotated at a constant speed by a motor. (In at least one make rotisserie the spit motor is

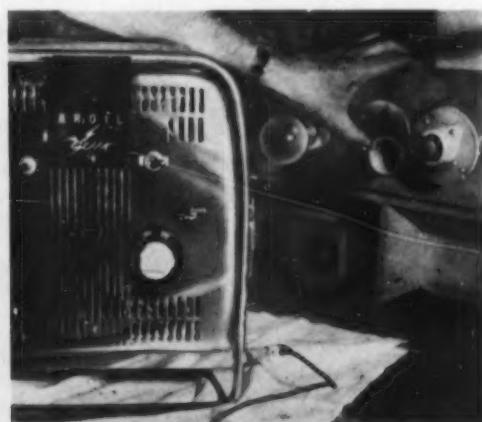
Three of the Five Steps in Testing Broilers



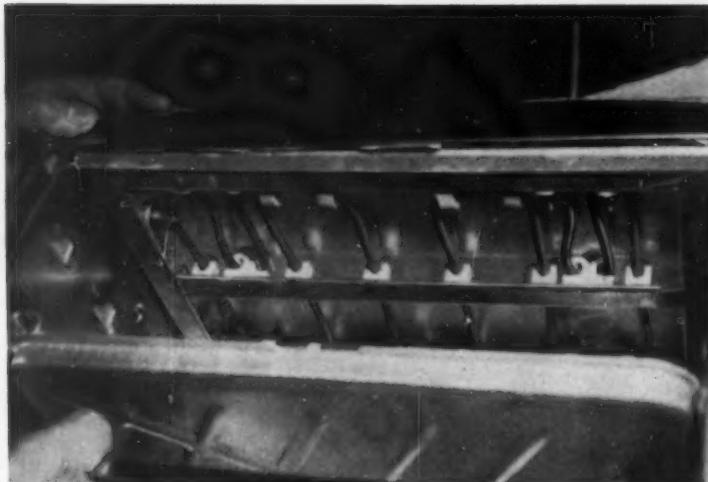
1 The U-shaped wire in the serviceman's fingers is a short circuiting jumper which is touched to the timer terminals to see if an open circuit revealed by the series test is at this point.



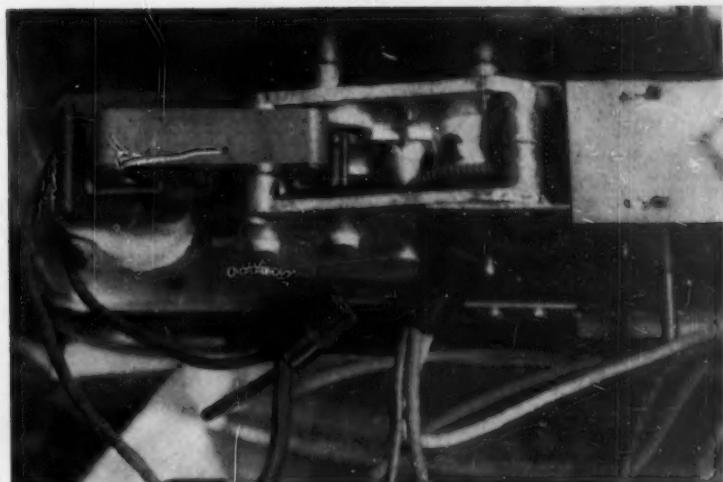
2 With appliance connected to series tester and ground indicating lead attached, momentarily connect 1,000-watt heater coil in parallel with 25-watt test lamp. Lamp should dim. If not—there's a short circuit.



3 Connecting the broiler to the tester's power outlet equipped with indicating pilot lamp will reveal whether motor operates. If it does not, disconnect quickly and check the motor and gear train for free movement.



HEATING elements properly installed in a broiler, as shown in this one, have no slack in the coils. Basically, broilers are relatively easy appliance to fix.



MOTOR and gear box in a broiler make a compact package. Interior wiring splices can be made neatly and easily with screw-on type wire connectors.

used for this purpose.) Also into the switch is built a set of normally-closed contacts which may be shifted toward the cam or away from it by turning the control dial. Now when the dial is set at the highest heat, the contacts will be just out of reach of the cam so that current will flow uninterrupted. But if the dial is turned to, say, a medium heat, the contacts will be thereby moved into a position where the cam as it rotates will open the contacts and hold them open for about half a revolution. If the dial is set at one-quarter heat, the cam will open the contacts and hold them open for three-quarters of a revolution, and so on.

Simple two- or three-heat control in uniform steps is accomplished with a common two- or three-heat switch used in conjunction with a two-element broiler unit. In a broiler unit consisting of two elements of equal wattage, up to three heats may be obtained by switching. High heat is delivered when both elements receive their full-line voltage; medium (or one-half) heat when one of the elements receives its full-line voltage; and low (or one-quarter) heat when both elements are connected in series. This type of switching may be quite familiar to many readers as it was used in all early model electric ranges and table stoves.

The purpose of the timer is fully understood even by a layman and inasmuch as this subassembly is more often renewed than repaired in a dealer's shop, no detailed discussion of its working parts is called for here. A point of interest, however, is that the timer in some models is powered by the spit motor, some of which are controlled by an on-and-off switch. You must remember, therefore, when servicing a rotisserie of this type that if the spit motor switch is turned off, neither the spit nor the timer will operate. Other manufacturers employ an independent timer.

Principal Mechanical Parts include the connecting shafts, the couplings, and the gear train through which

Editor's Note: This is the eighth in a series of nine articles by Mr. Brockwell. The first, which included a description on how to make the series tester employed in all subsequent stories, appeared on page 86 of the April, 1955, issue.

The complete series of articles will be published in book form sometime in mid-1956 by the McGraw-Hill Book Co. Meanwhile, single copies of individual articles in the series will be available to readers without charge while the supply lasts. Just send the name of the article you want and the month of the issue in which it appeared, together with your name and address, to: Editor, ELECTRICAL MERCHANDISING, 330 West 42nd St., N. Y. 36, N. Y.

motion is conveyed from the motor to the spit (and also to the controls in some models) at a suitable speed.

Testing

This testing procedure differs somewhat from that suggested for other appliances because in most of the de luxe model rotisseries several current-consuming devices are parallel connected. This means of course that if the test lamp glows when the appliance is connected to the series tester, it is difficult to tell—without numerous resistance measurements for various makes and models—which of possibly three functions is inoperative, for the remaining one or two will indicate a closed circuit on the test lamp. The object of this testing plan, therefore, is to rule out as quickly as possible short circuits, open circuits, and grounds. Then you can connect the appliance to full line-voltage and find out what works and what doesn't.

As explained in previous installments, it is always desirable to ascertain if possible the cause of failure in any appliance before dismantling it. But wiring designs vary widely with different make rotisseries and with this thought in mind you will no doubt after some practice work out for yourself certain testing short cuts to use on makes you most frequently service. For example, on a model equipped with a bake unit receptacle and its double-throw switch, you can

disconnect the broiler unit for a part of the continuity test if desired by throwing the switch to *Bake*; this would leave only the motor and the pilot lamp parallel connected. Obviously, it is a convenience to be able to eliminate without unwiring any single device from a parallel-connected group during a continuity test. Therefore study carefully each model that is new to you so that you may modify the testing plan to suit your needs.

After you have made a careful examination of the appliance and its cord set for exterior damage, pad the workbench with a clean cloth and proceed as follows:

1. Set the timer so that the rotisserie will operate, put the heat control on *high*, connect the cord set to the series tester for the continuity test through a 25-watt lamp, and connect the ground indicating lead to some metal part of the rotisserie body. If the test lamp glows steadily, stress-test the cord set and if it responds favorably, omit step #2. If the test lamp does not light or if it flickers as a result of a loose connection, continue as follows:

2. Push in the cord and twist it slightly at the ends in an effort to detect a loose connection at the terminals. If this fails to disclose the trouble, expose the cord-connecting terminals and attach a short-circuiting jumper there to enable you to test the cord set separately. If the test lamp does light now, stress-test the

cord set from end to end and if it is all right, remove the jumper and continue with step #3. If the cord set is faulty, however, remove the jumper and install a test cord before continuing.

3. It is assumed that the rotisserie now has a good cord set. If the test lamp still does not light, make sure first that all the controls are in the operating position and then short circuit the timer terminals. If this fails to produce a closed circuit you must expose enough of the interior to check the wiring and the controls, in which case it is a good idea to look first for a burned-off or disconnected common wire (one that connects one polarity of all current-consuming devices with one line terminal), for it is unlikely that three devices would all develop some integral fault at the same time. If the test lamp does light, continue with the next step.

4. With the rotisserie still connected to the series tester and the ground indicating lead attached, close the switch momentarily on the tester which connects the 1000-watt heater coil in parallel with the 25-watt lamp. The test lamp should dim; if it does not, a short circuit is indicated and you must locate the trouble and correct it before proceeding further. If the test lamp did dim when you closed the 1000-watt heater coil switch, transpose the polarity of the circuit by reversing the attachment plug blades in the series test receptacle and repeat the foregoing test. Bear in mind, too, that the ground indicating lamp should stay off throughout this test. If the rotisserie responds favorably to this step, continue as follows:

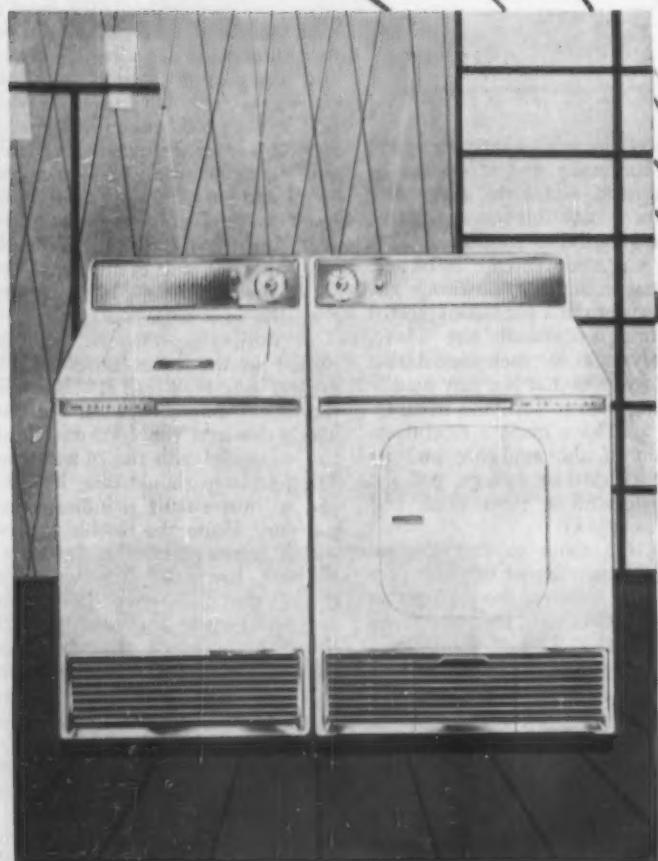
5. Leave the ground indicating test lead attached, and connect the rotisserie's cord set to a power outlet equipped with an indicating pilot lamp. Note quickly whether or not the motor operates; if it does not, disconnect the cord set immediately to avoid further damage and check the motor and its gear train for free

(Continued on page 66)



Launched with the Biggest Announcement

FRIGIDAIRE BRINGS YOU



With feature after feature never seen before, Frigidaire's new Lift to Living Appliances for 1956 are getting the greatest floor-play in Frigidaire history.

And it's only the beginning of the big things coming from Frigidaire! Dynamic products and plans that could come only from the leader, backed by the tremendous resources of General Motors.

Yes, it's a brand-new lift to selling home appliances, with opportunities for sales and profitable growth greater than ever before! Better get set for your biggest year yet—with Frigidaire.

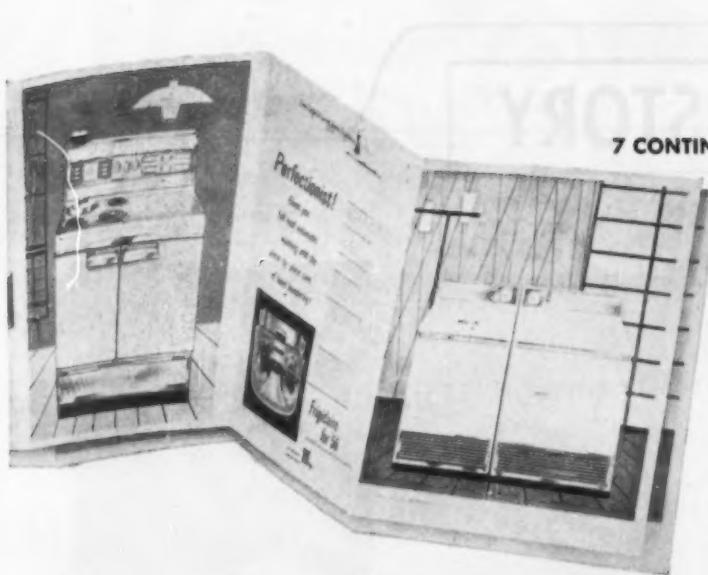
New Frigidaire Washers and Dryers that automatically give "piece-by-piece hand laundering" care—and with new savings on time, on water and soap made possible by the great new Econo-Dial feature. The most sales-appealing laundry appliances in Frigidaire history! With prices and features to appeal to every prospect.



BE FIRST WITH

FRIGIDAIRE

IN 1956

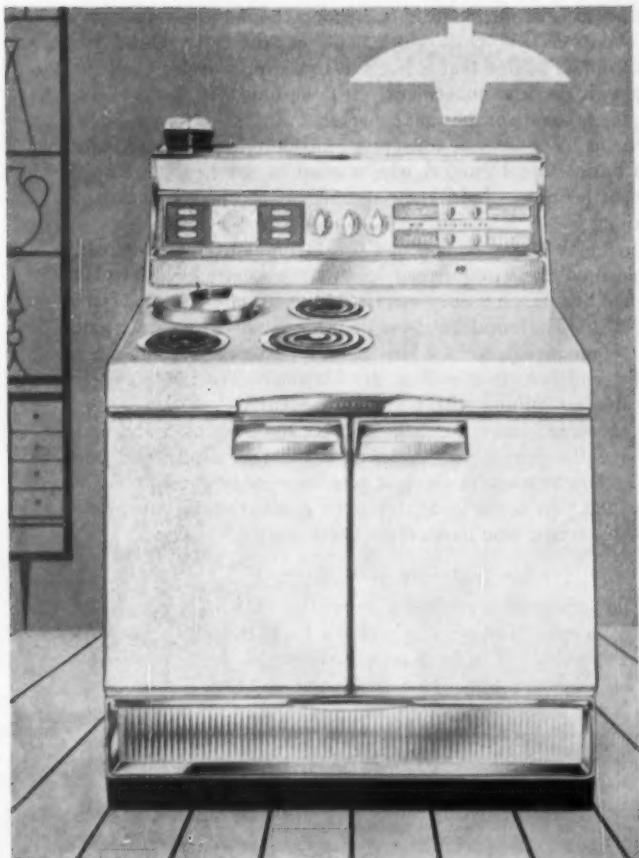


7 CONTINUOUS FULL-COLOR PAGES in America's giant-circulation weeklies—

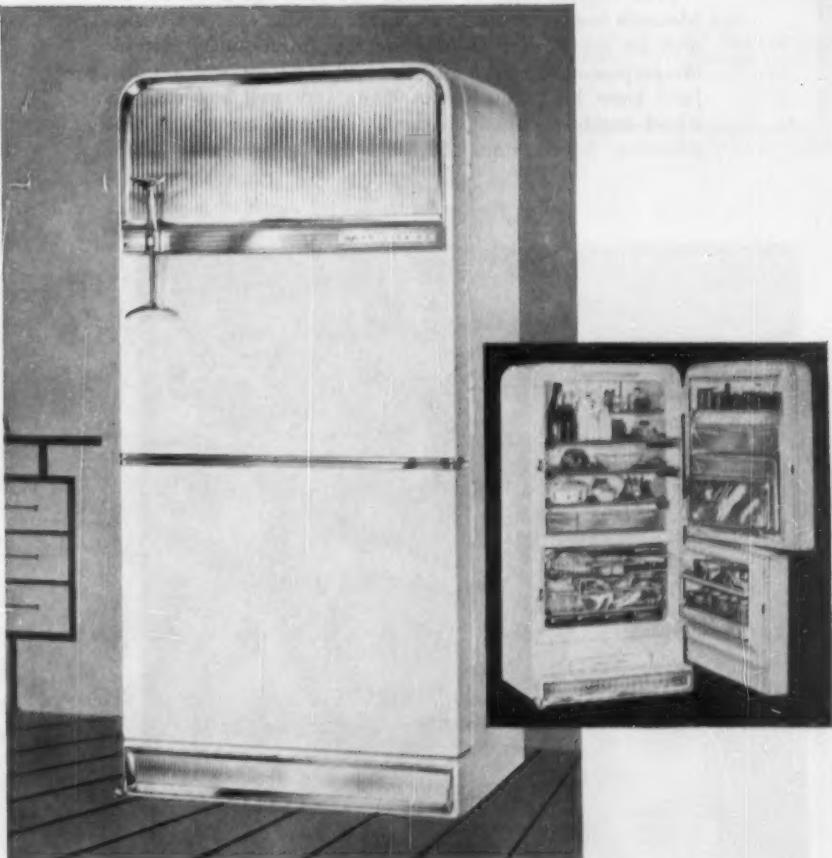
plus nationwide, high-rated weekly TV show,

— plus big-circulation newspapers in major cities—introduce
the 1956 Frigidaire line.

Campaign in Frigidaire History— A NEW LIFT TO SELLING



New Frigidaire Electric Ranges that highlight such exclusive features as the "Miracle Filter" which banishes oven smoke and fumes — French doors that open to bring out automatically a Roll-To-You Shelf. Completely new in styling, too. Features, colors, sizes, models, prices to fit every budget, flatter every kitchen.



New Frigidaire Food Freezer-Refrigerators—with the "New 1956 Look" created by Frigidaire and General Motors stylists. Featuring such outstanding Frigidaire "Firsts" as the sensational new Ice-Ejector, and the ingenious snap-on Decorator Panels. Colors to match any décor. Features to thrill every customer. Complete line of models—all sizes—all prices.

TRAINING CASE HISTORY

NAME: Taggatz, Judd **OCCUPATION:** Distributor salesman

CASE ORIGIN: In 1953 subject attended 3-day sales training school

REASON FOR INVESTIGATION: To determine effect, if any, on subject's career

FINDINGS: Training helped subject increase salary \$2,500



INVESTIGATED BY: Tom Blackburn

DETAILED HISTORY: It is very difficult to prove, in dollars and cents, that education pays off. We know that it does, but finding an example like Judd Taggatz, whose success is due almost 100 percent to sales training, takes quite a bit of research.

Judd Taggatz came to Chicago two years ago to attend the Motorola training school. He was a television and radio salesman for the Forster Distributing Co., Minneapolis, but for the purpose of this story might as well just have been a dealer. Judd knew his products, was doing very well and went to school largely to humor his boss. Today, as a result of that schooling, he is earning \$2,500 a year greater salary. For

example, one of the first things he learned was that to put all your sales energy behind one hot item is wrong.

How To Push Entire Line

If you are going to get into the higher brackets, you have to push the entire line, instead of the one coming into popularity. So Judd sells TV, radio, clock radio and car radio. Each has a season. The one that is hot will take care of itself. Sell the one with the least movement. It's the only way, he declares, to get your share of the year's market.

In his work he was constantly encountering the man who had business problems, or who wanted to move, or start up a firm of his own. Judd knew nothing of the bigger phases of retailing.

In the three-day school, one of 11 conducted by Motorola, he learned how to judge a location, what to look for. He learned how much money was needed to operate a store, where to get it. He found out how to place retail paper, and what the requirements were. He learned something about store traffic, and how to stimulate it. He discovered the necessity of being acquainted with traffic and parking.

He learned how to talk the background of television. Though the margin was short, he found that dealers did not realize how much advertising it gave them or how much traffic it created. In department stores the profit on time paper and prepaid cartage were items often overlooked.

Selling Color Sets

Color television was almost impossible to sell in Minnesota two years ago. The price of sets was high; there were no programs in color. You have to have foresight, Judd learned to tell his dealers. You know that color is coming, and right now is the time to get in on the ground floor. Buy a set and make yourselves town headquarters. Buy a color set as you would test equipment. Its \$600 cost is not more than you would have tied up in three used black and white sets. Moreover, the factory takes a service man to Chicago for free training.

In promoting color sets, Judd has gone back to principles that launched black and white television. He believes the saloon the best of prospects. To each of his men he has given addresses of 500 bars, and questionnaires. If filled out and signed by the bartender, it brings the salesman a \$1.50 bonus. Easy to get done, Judd finds.

With such arguments, Judd Taggatz sold twelve color sets in his territory long before color really began to go.

(Continued on page 83)



EXHIBIT 1: Subject Taggatz reports that school's admonition to push entire line instead of just hot items has enabled him to do more balanced selling job. Here he puts emphasis on car radio, doesn't work only with TV.



EXHIBIT 2: Paper work, Taggatz learned can be a time saver. To inform dealers of policy and model changes is easier, surer and faster than individual telephone or personal contacts.



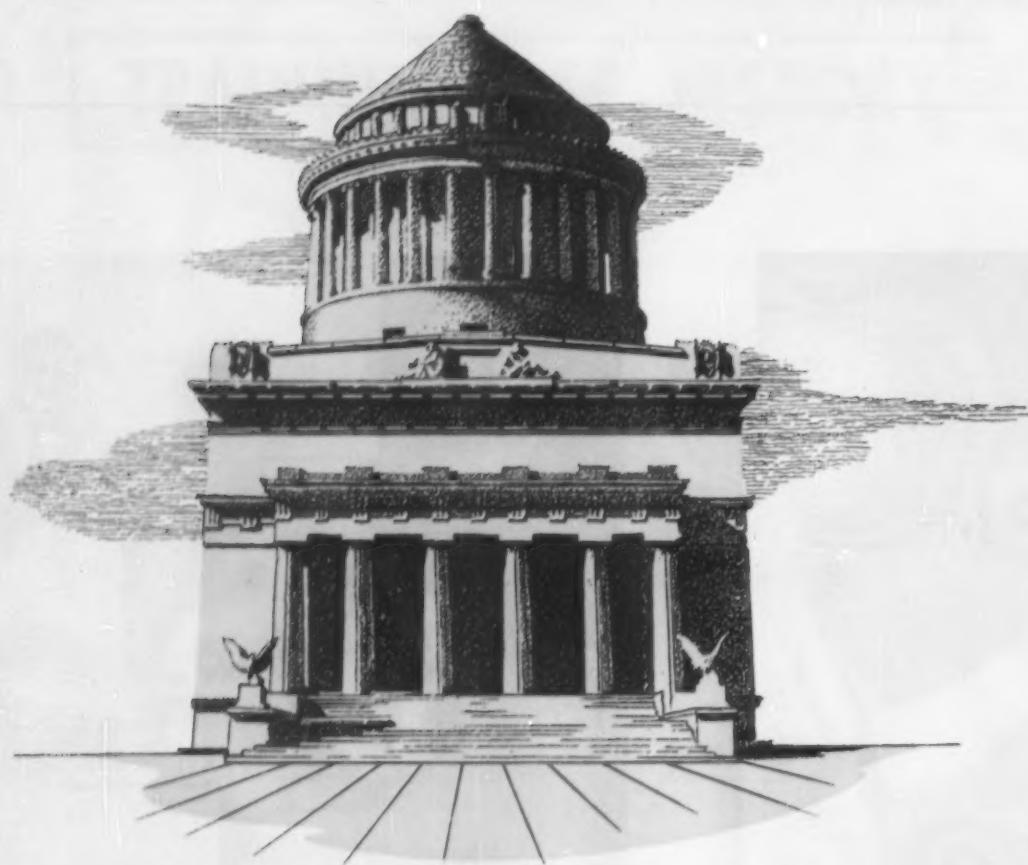
EXHIBIT 3: School taught Taggatz he could educate and train dealers faster by holding meetings for their entire staffs. Now he encourages his own salesmen to conduct such meetings by paying them extra for each one held.



EXHIBIT 4: Prior to schooling, Taggatz ignored problem of used TV sets, now makes it a point to discuss them on visits to dealers like Charles Brandborg and knows how to move them profitably.



EXHIBIT 5: Importance of foresight in business was brought home to Taggatz by color TV. As a result of schooling he learned to interest service managers in color as something they should be prepared to take care of.



Everybody knows where Grant's Tomb is...but

do newcomers in town know where to find you...or what products and services you offer?

Tell them the quick, easy, 'Yellow Pages' way. Your advertising messages in the 'Yellow Pages' of the telephone directory give you two important sales advantages:

- (1) *The 'Yellow Pages' go into practically every home, office and factory in town. They're everywhere your prospects are.*
- (2) *The 'Yellow Pages' work for you every day, all day — whenever a prospect is in a buying mood.*

Turn newcomers into new customers...and remind old ones by having complete coverage in the 'Yellow Pages' — display ads and listings where prospects will be looking for you.



Advertisers of branded products are using this emblem to tell prospects how to find their dealers.

MORE INFORMATION? Call your local telephone business office.
There's a trained representative ready to help you.

Small Appliance Service

—CONTINUED FROM PAGE 61—

movement. Expose enough of the mechanism so that you can isolate the fault to one part or the other and if you cannot correct the trouble easily at this point, disconnect the motor from the circuit so that you can test the remainder of the electrical parts. If the motor does operate, test the other functions of the rotisserie through their respective controls. Don't forget to glance occasionally toward the ground indicating lamp to see that it does not light during any stage of operation.

Servicing

In order to avoid the time-wasting business of tracing interior wiring circuits in the rotisserie, have convenient a wiring diagram for the model in hand before you do any unwiring. But if you cannot obtain for certain models such a diagram, draw one yourself when you dismantle one of these models for the first time and identify the sketches with the make and model number and retain them for reference.

Element. Sheathed heating units are relatively simple to renew and unless the manufacturer recommends a revised procedure for replacement, merely observe how the original unit was installed and follow the same method.

Open-coil elements, however, require more care in handling and installation. First of all, make sure that the insulating supports for the element are intact and are securely fastened. Then prestretch the coil evenly throughout its entire length to somewhat less than the required measure so that as you thread it into place you may keep the coil under slight tension. When properly installed, the coil should be uniformly stretched and taut from end to end. If the turns of the coil are more closely gathered in one place than in another, "hot spots" will occur at these points and uneven heating will result. It is worth a little extra time, therefore, to work with extreme patience in order to do a good job. No attempt should be made to patch a heating element.

Motor and Gears. Except for minor adjustments you may find it more economical to renew a faulty motor than to repair it. After ascertaining roughly what parts will be needed—provided the manufacturer will supply individual motor parts—and about how much labor you will expend to install them, compare this estimate with the price of a new motor and install a new one if these two figures are close—even if the cost of a new motor is slightly higher.

When you service the motor and gears assembly, keep in mind that free rotation of all parts is essential and that any linking or connecting shafts must be precisely aligned with their couplings without abnormal end play. Excessive end play, particularly in a "floating" shaft, will allow it to work away from its coupling socket
(Continued on page 70)

MAKE MORE OF 24"!

with

Westinghouse Television

NEW COMPACT CABINET! ALL THE MOST ADVANCED FEATURES!
THE KING-SIZE VALUE FOR THE GIANT-SIZE SCREEN DEMAND!



The Corsica. 24" Table Model
(950T24). Luxurious Mahogany
grained finish. Slightly higher in
Limed Oak grained finish.

Westinghouse Television and Radio
Featured on Westinghouse "STUDIO ONE"
3 weeks in December—to build sales for you
right at the height of your selling season.

Prices are Suggested Zone 1 Retail. All-Channel
UHF-VHF tuning only \$30 extra. Subject to change
without notice. Matching Swivel Bases and Stands
optional at extra cost.

You offer more with Westinghouse 24"!

Giant 24" Picture . . . now in bigger demand than ever.

New Slant In Design . . . styling that stands out from all the rest for beauty of design!

New Tip-Top-Front-Tuning . . . easiest, most comfortable tuning ever!

New Compact Cabinet . . . only 1½" wider than 21-inch set!

Exclusive Silver Safeguard Circuit . . . the world's most dependable circuit for the world's most reliable performance.

Horizontal Chassis Design . . . for cooler operation, longer set life . . . easier servicing.

Aluminized 90° Tube . . . for clearest, sharpest pictures ever!

Slanted Filter Glass . . . for reflection-free pictures!

Plus The Name Westinghouse . . . which surveys show means *quality* to customers . . . which experience shows means *business* for you!

Let This 24" Wonder Do Wonders For You! Call Your Westinghouse Television Distributor today!

YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORP. • TELEVISION-RADIO DIV. • METUCHEN, NEW JERSEY

New from Procter & Gamble...

A revolutionary detergent for Automatic Dishwashers...



Gives spotless results
never before possible
in any dishwasher!

No wonder every leading dishwasher manufacturer recommends **Cascade!**



NEVER BEFORE such spotless glasses!
Up to now, women have been dissatisfied with unsightly spots on glasses due to improper detergents. But that's a thing of the past! Cascade in any dishwasher gives the cleanest glasses ever—*spotless* and crystal clear, "close-up clean"!

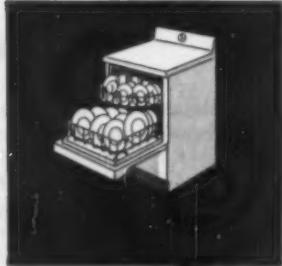


NEVER BEFORE such sparkling silver!
Cascade in any dishwasher does away with annoying spots on silver! Leaves silver ready for the table, right out of the dishwasher—free of streaks . . . gleaming bright . . . "close-up clean"! And Cascade helps protect nice aluminum ware, too.



PLUS new safety for fine china!
Cascade actually helps *protect* china! In fact, in any dishwasher Cascade is safer for delicate china patterns, including gold leaf, than any other product. And, something more—Cascade has a pretty green color and fresh pine scent. Women love it!

AMERICAN KITCHENS



* And here's Cascade's powerful new program to help you

SELL MORE DISHWASHERS

Exciting news for the entire appliance industry! Cascade's superior cleaning performance means greater consumer satisfaction with dishwashers and more dishwasher sales for you. Here are the details of Cascade's powerful program:

① The biggest advertising campaign in the history of dishwashers!

That's right—it's tremendous! A heavy schedule of full-page, full-color ads will run in Ladies' Home Journal, McCall's, Woman's Home Companion, Better Homes and Gardens and American Home. Plus powerful introductory television commercials on big Procter & Gamble shows!

This great weight of advertising will keep popularizing dishwashers as never before! Millions of women will take new interest in the advantages of automatic dishwashers!

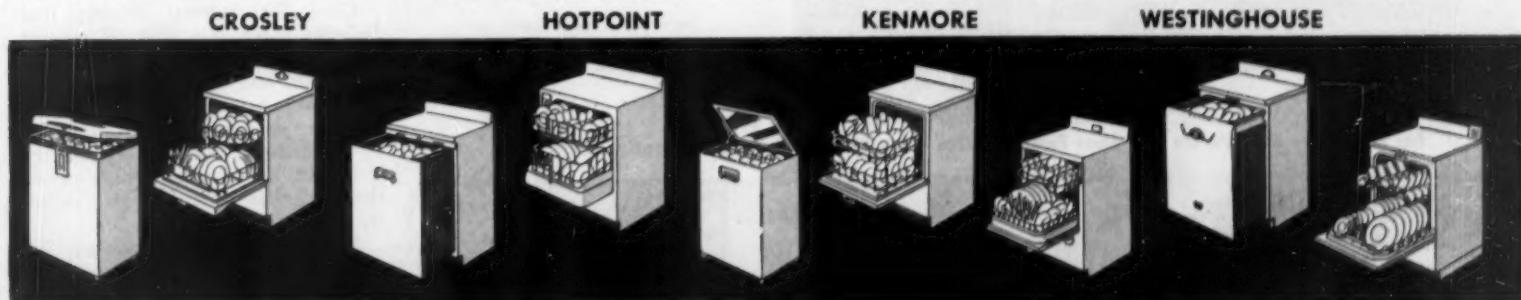
② A powerful special program for the appliance trade!

Dealers get everything they need to build store traffic . . . and to induce these new prospects to buy dishwashers! A special dealer discount plan to help them use Cascade to close sales! Free store material—banners, displays, everything—available to dealers throughout the year!

Plus—for the free use of the appliance trade—a special publicity film, in sound and color, that sells the advantages of owning a dishwasher! (Be sure to see it!)

Cascade*

* Recommended by every leading manufacturer of Automatic Dishwashers!





The all new 20" portable Viking "1020". It's thermostatically controlled for automatic cooling. Electrically reversible. Exhaust rated at 2500 CFM*. Adaptable for window, floor, roll-up and portable use.

The fast-selling 22" Viking "955". It's electrically reversible for exhaust or intake cooling. Exhaust rated at 3500 CFM*. The largest, most powerful fan made for windows.

Be sure you hear the Viking Story before you buy!

The sales-tested 20" portable Viking "920". Back again after a record-breaking summer in 1955. Exhaust rated at 2500 CFM*. Adaptable for window, floor, roll-up or portable use.

The new 20" portable Viking "720". A price fan designed to help you build traffic. Exhaust rated at 2400 CFM*. Adaptable for floor, window, roll-up and portable use.

Plus These Trade-'Em Up Accessories

Roll-Up Stand for "1020", "920" and "720"

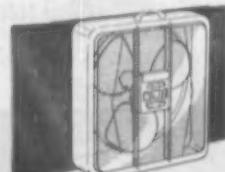
... a tilt-top unit, ideal for basement windows and for folks who want maximum portability.

Floor Stand for "1020", "920" and "720"

... another tilt-top unit that converts the window fan into a portable circulating fan.

Automatic Timer for "955"

... quickly installed by fan customer to turn fan off in from one to twelve hours.



Window Mounting Panels for "1020", "920" and "720"

... permits use as exhaust or intake window fan. Adjusts to fit double hung windows up to 41" wide.

For Complete Details On The Best Fan Deal Yet—See Your Viking Distributor First!

Products of the ...



Viking Air Conditioning
Division of The National-U. S. Radiator Corporation
8601 WALWORTH AVENUE, CLEVELAND 2, OHIO



*All Viking Fans are rated according to standards set by the Propeller Fan Manufacturers' Association as indicated by this seal.

Small Appliance Service

CONTINUED FROM PAGE 66

at one end or the other with the result that the coupling's indexing member will be "chewed" away gradually until the coupling and/or the shaft-end is ruined.

In renewing any of these mechanical parts, therefore, look for the original cause of the trouble and be sure to eliminate that at the same time. For example, if you come across a damaged coupling or shaft, try to find out why the part failed. You may discover that the shaft and coupling engagement is too shallow, in which case you must re-align the other parts to effect a deeper engagement of the indexing members. In the same inquiring manner, look for the cause of gear damage before installing new gears.

Pilot Lamp. If there is any doubt as to whether the lamp or the socket is at fault, test the bulb separately. Use the test prods in series with a 25-watt lamp to test line-voltage pilot bulbs.

Bake Unit, Receptacle, and Double-Throw Switch. If the rotisserie is equipped with this adjunct the bake unit may be tested separately with the prods, after which you may connect it to the bake-unit receptacle and test the unit for actual heating through the controls. Make sure that the plug fits snugly into the receptacle to insure a good electrical connection. Also, check the double-throw switch to be certain that its contacts close tightly in both positions.

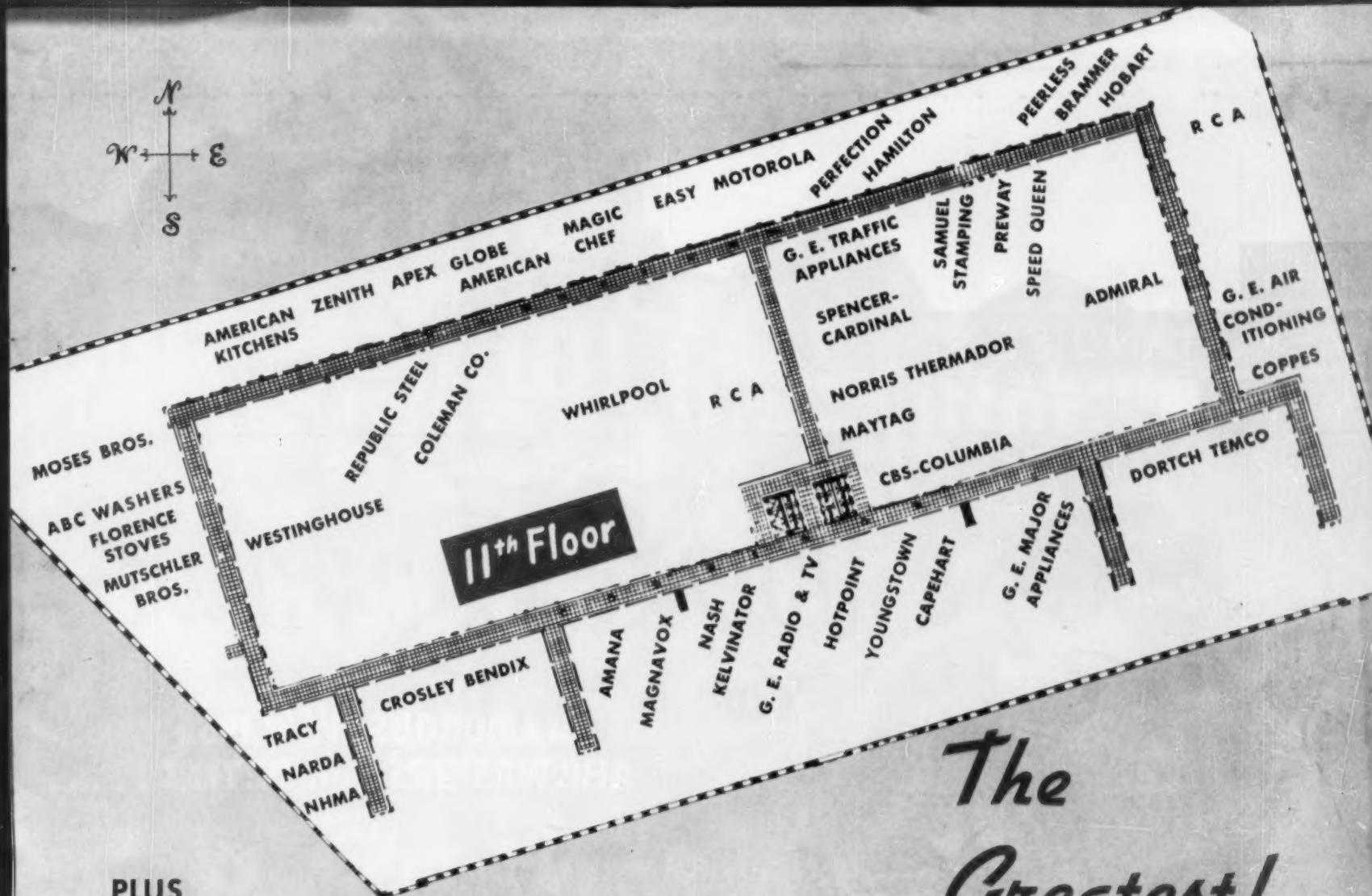
Heat Control. Unless the manufacturer's service manual gives specific instructions for adjusting any type of infinite control switch, no service on this control should be attempted. With this exception, therefore, it is more economical in the long run to replace the control if it is faulty than to repair it.

The simple two- or three-heat manual control switch used in conjunction with two 115-volt elements presents no problem. If the switch is faulty, renew it. The nominal price of this type switch makes any attempt to repair it a waste of time.

Timer. Electric, spring-motored, or powered by the spit motor, the timer should be renewed if it is faulty unless the manufacturer's manual gives directions for making adjustments. When you do have to renew a timer, consult first your manual or your jobber to find out whether or not an exchange plan is offered.

Cord Set, Interior Wiring, and Splices. Make sure that all interior wiring is in good condition and that the splices and other connections are tight. When you remake splices use the same type mechanical connectors as the original. Renew the cord set if it is faulty with one which equals the original in current-carrying capacity.

Finally, test the completed job thoroughly through all its operating stages with the ground indicating test lead attached to be sure that every part performs as it should. End



PLUS
on the
2nd Floor
NORGE - 234
14th Floor

14th Floor
DEEPFREEZE - 1469
HOOVER - 1417

14th Floor

DEEPEFREEZE -

HOOVER -

The Greatest!

Concentration of Appliance, TV and Radio manufacturers is in



on the

THE
MERCHANDISE
MART

11th
FLOOR

We're changing

SEE GLAMOROUS, NEW 1956
ABC WASHERS and DRYERS

ABC has
everything . . .

You make more sales with features
like these! More money, too!

THREE COMPLETE SETS OF MATCHING AUTOMATIC WASHERS AND DRYERS

- Washers feature 3-way washing action and 3-way rinsing action
- Dryers feature gentle, "Jet-Aire" drying
- Sensational 2-cycle washing—for heavy or light load washing—saves 50% of water, soap and time
- Beautifully styled...with luxurious gold trim
- Plus a full line of additional money-makers, too... including a spinner, 3 wringer washers and a deluxe ironer

ALTORFER BROS. COMPANY • PEORIA, ILLINOIS

America's Finest Washers, Dryers, Ironers

Free buses (first week of market) from Loop Hotels

11th
FLOOR

THE
MERCHANDISE
MART

our address in Chicago

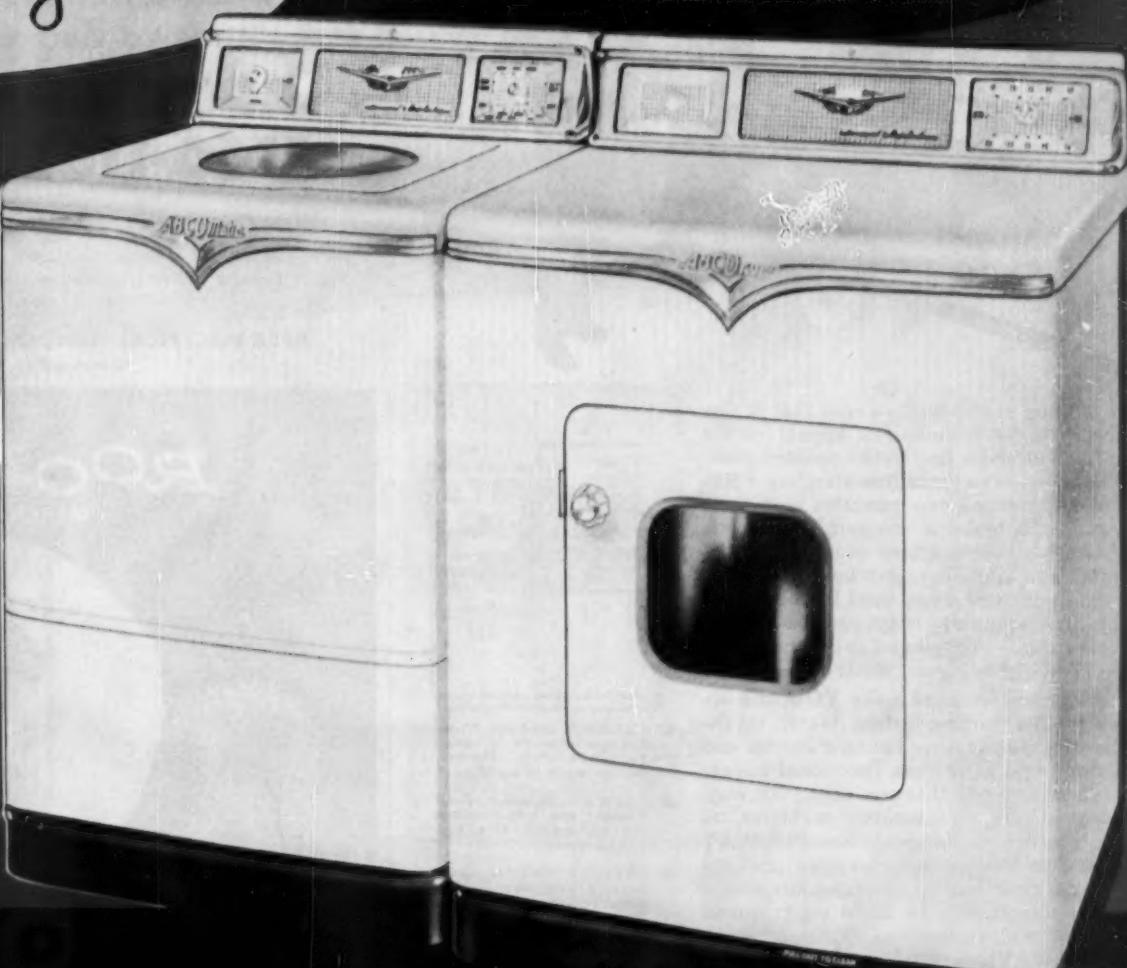
... during the January market

NEW ABC SHOWROOM
Suite 1146, The Merchandise Mart



NOW!

In stunning new
Springtime colors—
Bermuda Pink,
Buttercup Yellow,
and Spring Green



ABC

means business!

... come in and see why!

90% Air-conditioned... 37 High-speed elevators

THE
MERCANDISE
MART

11th
FLOOR

Dealers, Distributors

SPACE
1198

PREWAY's Modular Cooking Center

electric or gas

profitable

puts you in the [^] built-in business



You are looking at the built-in idea that is destined to outstrip the tremendous appeal of the original in-the-wall oven and in-the-counter cooking units. You can take these free-standing PREWAY oven and cooking top modules and place them anywhere to make a modern, customized kitchen. Accessory combinations of standard cabinets, counters and appliances can be added all at once or fitted in, in later steps. And because these modules are free-standing, they can be readily moved at any time — or removed to another home without the need of tearing out walls or partitions.

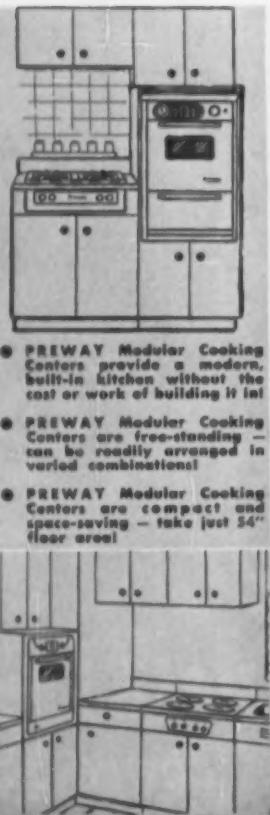
These convertible features make YOU, the appliance dealer, the hardest-hitting factor in the kitchen planning business — for new homes and for remodeling. And with these functional advantages comes a price break that also goes your way. Even more, there are no inventory problems, no installation troubles to consider, for PREWAY Modules come to you as one complete package from one responsible source. So take advantage of this golden opportunity to show your muscle in the profitable built-in business. You can strike hard with PREWAY!

See this exciting new line for appliance dealers at **Space 1198** — or phone or write for the happy facts.



9125 Second St., N.
Wisconsin Rapids, Wis.

The most complete line of built-in cooking equipment for the home



- PREWAY Modular Cooking Centers provide a modern, built-in kitchen without the cost or work of building it in!
- PREWAY Modular Cooking Centers are free-standing — can be readily arranged in varied combinations!
- PREWAY Modular Cooking Centers are compact and space-saving — take just 54" floor area!



The exhibit that
drew record crowds
last year will be the
center of attraction
again in 1956!

We've got a
basket full of surprises
for you!



BE SURE TO VISIT THE NEW

APEX SPACE
1160-1161

TELEPHONE:
Whitehall 4-3744

New Products! New Promotions! New Profits!

Apex Wash-A-Matic Clothes Washers • Automatic
Dryers • Dish-A-Matic Dishwashers • Spiral Dasher
Wringer Washers • Home Cleaners

APEX ELECTRICAL MANUFACTURING COMPANY
Cleveland 10, Ohio



ROOM 1155

MERCANDISE MART

big things
are happening!
come in
and see!

**American
Kitchens**

DIVISION
CONNERSVILLE, INDIANA

Easy to shop..... Lines are segregated by floors

90% Air-conditioned... 37 High-speed elevators



THE
MERCHANDISE
MART

Admiral

presents the

BRIGHT NEW LOOK

America's Most Exciting New Appliance and TV Display
Opens With Winter Show January 9th

Admiral's Moving To A

NEW LOCATION

Room 1191 to 1196 . . . 11th Floor

The Merchandise Mart
Chicago, Ill.

ADMIRAL CORPORATION 3800 CORTLAND STREET, CHICAGO 47, ILLINOIS

11 Restaurants capable of serving more than 30,000 people daily

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Easy to shop..... Lines are segregated by floors

THE
MERCHANDISE
MART

11th
FLOOR

Handsome new home for

Hamilton
automatic home laundries

1st showing
all-new 1956 line
January 9-19

Space 1175

DElaware 7-1477 and
DElaware 7-1478

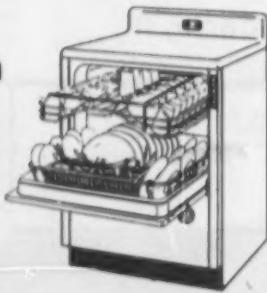


The door is open

to KitchenAid's new permanent display space—ROOM 1180, MERCHANDISE MART. You're invited to come in and see us any time.

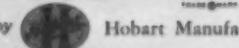
...The door is open

to the finest made dishwasher—*KitchenAid* by Hobart. Come in and see the complete line of all new, decorator-styled *KitchenAid* Dishwashers in actual kitchen settings. See also the beautiful new color line of food preparers and coffee mills.



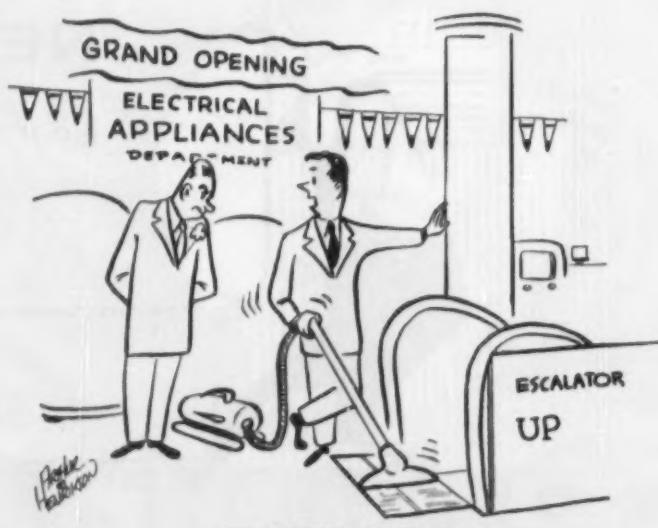
KitchenAid

The Finest Made...by



Hobart Manufacturing Co., Troy, Ohio

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



"I'M VACUUMING THE STAIRS."

Easy to shop..... Lines are segregated by floors

11 Restaurants capable of serving more than 30,000 people daily

11th
FLOOR

THE
MERCHANDISE
MART

New Location!
New Name!
New Products!

Be sure to visit the
Merchandise Mart

ROOM
11-112

Whirlpool-Seeqer CORPORATION
ST. JOSEPH, MICHIGAN

Washers • Dryers • Ironers • Air Conditioners • Ranges

11 Restaurants capable of serving more than 30,000 people daily

Easy to shop..... Lines are segregated by floors

THE
MERCHANDISE
MART

14th
FLOOR

You are cordially invited
to visit the display of the new
Johnson's Wax Polisher-Scrubber
Room 1477
Merchandise Mart, Chicago

*—and learn more about
the biggest untapped appliance
market there is!*

MORE SALES! MORE PROFITS!

The Johnson's Wax Polisher-Scrubber will be featured
in cooperative and factory newspaper ads, consumer
magazines and booklets, displays, and on "Robert
Montgomery Presents," a top-rated TV network show.

All inquiries will be referred to Johnson dealers.



"This is a whiskey bottle. I made it out of a lamp."



make a bee line to...

THE MERCHANDISE MART—SUITE 1479

THE FURNITURE MART
BOOTHS 112-113

HOUSEWARES SHOW
BOOTH 203-215
Navy Pier

*—America's Most Complete Line
of Home Cleaning Equipment!*

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



"I'm all out of change . . . they're starting the second half and Billy refuses to open his piggy bank unless we watch a cowboy movie."

Easy to shop..... Lines are segregated by floors

11 Restaurants capable of serving more than 30,000 people daily



2nd
FLOOR

THE
MERCHANDISE
MART

THEY
CAME
TO THE CONVENTION

THEY
SAW
THE NEW NORGE
REFRIGERATOR
LINE!

THEY
WERE
AMAZED!

NORGE for '56 makes all other
new refrigerator-freezers

"OLD HAT"

EXCLAIM ENTHUSIASTIC DISTRIBUTORS!

A real sales hook... food
keeping so convenient a woman can
find what she wants blindfolded!

These new Custom Caps
are the kind of sales clincher
we've been waiting for!

Slimmer on the outside—
roomier on the inside!

Priced to throttle
competition!

Freezers in the bottom, in the
top, or no freezers at all—something
for everybody!

So many new features
will really make the salesman's
job easier!

Now showing at the
1956 Furniture Market—
Room 234 Merchandise Mart!

NORGE

MERCHANDISE
MART
BW
BORG-WARNER

NORGE SALES CORPORATION, SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, CHICAGO 54, ILL. • CANADA: ADDISON'S LTD., TORONTO

11 Restaurants capable of serving more than 30,000 people daily

Easy to shop..... Lines are segregated by floors

THE
MERCHANDISE
MART

11th
FLOOR

3 BIG HEADLINES FOR '56

BY SPEED QUEEN

Speed Queen
will unveil
terrifically exciting
new models in
AUTOMATIC WASHERS
AUTOMATIC DRYERS
WRINGER WASHERS
at the January
market

Not only will our market space be new, but
practically everything in the '56 line will be
new - absolutely new. So be sure to make
your visit to space 1197 of the Merchandise
Mart a must!

SPEED QUEEN CORPORATION
Ripon, Wisconsin

SPEED  **QUEEN**

WASHERS · DRYERS · IRONERS

Speed Queen
has
moved from the
FURNITURE MART
to the
**MERCHANDISE
MART**
space 1197

Speed Queen
will offer
**SENSATIONAL
SPECIALS**
for
January and
February
promotion

Free buses (first week of market) from Loop Hotels

11 Restaurants capable of serving more than 30,000 people daily



MARKET
CENTER
OF THE
WORLD

THE
MERCHANDISE
MART

You Have Seen in This Special Merchandise Mart Section Just a Few of the Great Appliance Manufacturers Who Are in the Market Center of the World—The Merchandise Mart—See Them All During The International Homefurnishings Market

January 9-20

FREE! The Mart's Bus Service—Buses from all loop hotels to The Mart every ten minutes from 8:00 a.m. 'til 10 a.m. Return schedule from 4 p.m. to 6 p.m. and twice-an-hour-during-the-day bus service between The Mart and Furniture Mart for the first week of the Market.



THE
MERCHANDISE
MART

90% Air-conditioned... 37 High-speed elevators

SO YOU HAVE A PROBLEM

in getting distribution

... here's help from the trade publication that can really give it.

Maybe you need a distributor in Des Moines. Maybe you want to set up an entire distribution system from scratch. Maybe you need authentic industry sales figures to establish territorial quotas for next year. Or perhaps you need more sales-minded dealers to *push* rather than *handle* your product.

Where can you turn for help with such distribution problems except to ELECTRICAL MERCHANDISING?

In the appliance-radio-TV field, nobody has data equal to ELECTRICAL MERCHANDISING's Statistical Issue. Nobody has anything like its directory of leading, legitimate distributors . . . with complete, updated names, addresses and telephone numbers. No other publication is read by so many top distributors and dealers who *buy* it because it helps them *sell*.

Your advertising agency . . . your own advertising manager . . . can verify these facts.

And, in the merchandising of major appliances, electric housewares and radio-TV sets, there is just one business publication with all of these sources you can turn to . . .

1. An editor and field staff who are in personal touch with daily operations in the industry . . . who know more about the retail successes that are occurring every day than anybody else. You may *need* this know-how some day.

2. A research department that is respected the length and breadth of the industry. It provides trend information and correlations of figures that no one else even attempts. The phone rings constantly in this office . . . people seeking information from a *reliable* source.
3. A working panel of 366 carefully selected dealers located from coast to coast. When you want realistic marketing advice here are experienced retailers familiar with local sales problems who give such information just to this one trade publication in the field.
4. More than 39,000 screened and selected subscribers. Not everybody is permitted to buy ELECTRICAL MERCHANDISING. If you know your trade, you'll recognize these subscribers as an audience of *leaders*.

Build yourself into the leading promotional publication which can help you solve your distribution problems. Reach the policy-making distributor executives whom you need for successful dealer relationships . . . you'll be reaching the nation's key retailers at the same time in the pages of ELECTRICAL MERCHANDISING. Concentrate your trade advertising campaign here . . . it is certainly an outstanding medium to contact the men most important in your distribution plan.

ELECTRICAL MERCHANDISING comes first when it comes to getting good distribution.

ABP ELECTRICAL MERCHANDISING ABC

alone

will

cover the market **alone**

A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N.Y.

Training Case History

CONTINUED FROM PAGE 64

Advertising is a mystery to most eager beavers, Judd maintains. Time was when he only had to get out the ads to cover the merchandise just sold. Now he must plan a campaign, usually for a quarter of a year. Today there is a lot of co-op advertising money available, and its use has to be worked out. A lot of dealers get 75-25 or 90-10 and the big operators may get 100 percent.

The small dealer wants at least 120 days advertising worked out, not one month. Judd has to talk copy, position, timing. Before he went to school, it was all Greek to him.

Paper Work Saves Your Time

Something else he learned in school was the value of paper work. Once he depended on word of mouth, long distance calls. Now he writes letters, multigraphs them, and catches everybody on each product or policy change. It has saved his time. As he says, he tells the man, then writes him again what he has told him. It's a great saver of energy.

When Taggart's selling began to reflect the benefits of his schooling, L. W. Howard, general sales manager for Forster, put him in charge of TV and radio sales.

Immediately he began to pay each of his salesmen for each sales meeting held. He wanted them to put on one-half hour pitches in any dealer's store with all the help present asking questions. Each man was given a projector, a film, literature, and cards which were mailed directly to the factory. No food or entertainment was provided and he found that dealers liked this sort of education and training.

When a meeting is held for several dealers, a hall or hotel space is rented,

and service men are always in attendance.

If one of Judd's salesmen sells three units, he gets \$5 extra; if he moves six to a dealer, he finds an extra \$10 in his pay envelope.

Most salesmen go naturally to the biggest outlets. Judd finds he has to keep them centered on the dealer who sells ten sets a year. The department store is a great balancer, and helps even out his inventory, but the small dealer is his bread and butter.

In his television selling, he puts his stress on the quality of picture. One of his effective moves is to offer to send out three sets in the factory packages direct to dealers, so they can make a side-by-side comparison with other makes.

Now He Plans Used Set Sales

This area is not a virgin market, and used TV sets are becoming more of a job. Judd did nothing about them before going to school. Today he has learned that if you recondition an old set, display it in good surroundings, and guarantee it for 90 days—that guarantee is all important—you can move it. On every call he now has long talks about moving used merchandise.

The school made him appreciate that the future will see shifts in dealers. It taught him that it was a good idea to drop in on dealers who did not carry his line, make himself known to them, just in case. Judd insists that his men do it too.

The Forster Distribution Co., for which Judd works, was founded in 1937, by F. A. Forster. Today it is headed by Grover F., and has a rounded-out line of appliances, television and radio. End



"I HAD MY NEW TAPE RECORDER ON WHILE I WAS OUT OF THE ROOM SO THAT I CAN HEAR WHAT YOU SAID."

Davis power mowers in your store mean **FASTER, EASIER SALES**



NEW SEAHORSE RIDING MOWER

Model SH 56

22" reel type with 4 cycle
Briggs & Stratton engine.
Automatic clutch. Suggested list.....

\$159.95



THE SAILFISH

Model 501

Pressed steel 18" rotary with light weight 4 cycle engine. Throttle control, side ejection and non-scalp, off-set wheels. Leaf pulverizer.



THE SHARK

Model 55/60

22" reel type with new light-weight Briggs & Stratton engine. Self-aligning cone and ball bearing. Headlights. Floating handle.

MAIL THIS COUPON NOW

D. W. DAVIS CORPORATION
RICHMOND, INDIANA

Please send us colored literature and prices,
plus details of E.O.P. (Early Order Plan).

NAME _____
COMPANY _____
STREET _____
ZONE _____ STATE _____

A big-ticket item with built-in sell!

NEW MAYTAG



New let's take a cook's tour through the new Maytag Dutch Door Double-Decker

In the refrigerator proper . . .

- Roll-out shelves.
- Fully automatic defrosting.
- Roomy vegetable crisper.
- Large meat drawer.
- Life-long porcelain interior finish.
- Attractive blue trim, white interior.

In the refrigerator door . . .

- "Ever-Fresh" storage compartment.
- Butter conditioner holds 3 lbs.
- Egg keeper holds two dozen eggs.
- Cheese keeper holds 6 lbs. of cheese.
- 3-qt. "Tip-to-Pour" beverage dispenser. Removable.
- Top tray can store quart beverage bottles.

In the freezer proper . . .

- Holds food at 0° temperature.
- Freezing coils in each shelf, as well as top and bottom, for faster freezing.
- 4 ice cube trays.
- Frozen Dessert Shelf keeps desserts dippable at 5° above zero.
- Complete aluminum interior.

In the freezer door . . .

- Juice bar at top holds 20 standard-size cans of concentrated juice.
- Middle Stor-Well holds 30 ten-ounce frozen food packages.
- Snack bar at bottom has five 1-pint plastic containers for leftovers.

(Also available in 7.5-cu. ft. refrigerator and 6.3-cu. ft. freezer size)

THREE-YEAR FOOD SPOILAGE WARRANTY
covers up to \$200 worth of food!

SEE THE NEW

Maytag Double-Decker and other
new Maytag products at the
January market . . .

MERCHANDISE MART
SUITE 11-1051



DOUBLE-DECKER

A full-size Refrigerator

(9.2 CU. FT.)



A full-size Freezer

(8.5 CU. FT.)



*in the floor space of
the refrigerator alone!*

An entirely new idea
in home food storage!
Puts the freezer in the kitchen
without using valuable space!
Puts ALL food
within easy reach!

It's plain to see that here is the most practical food storage appliance yet developed.

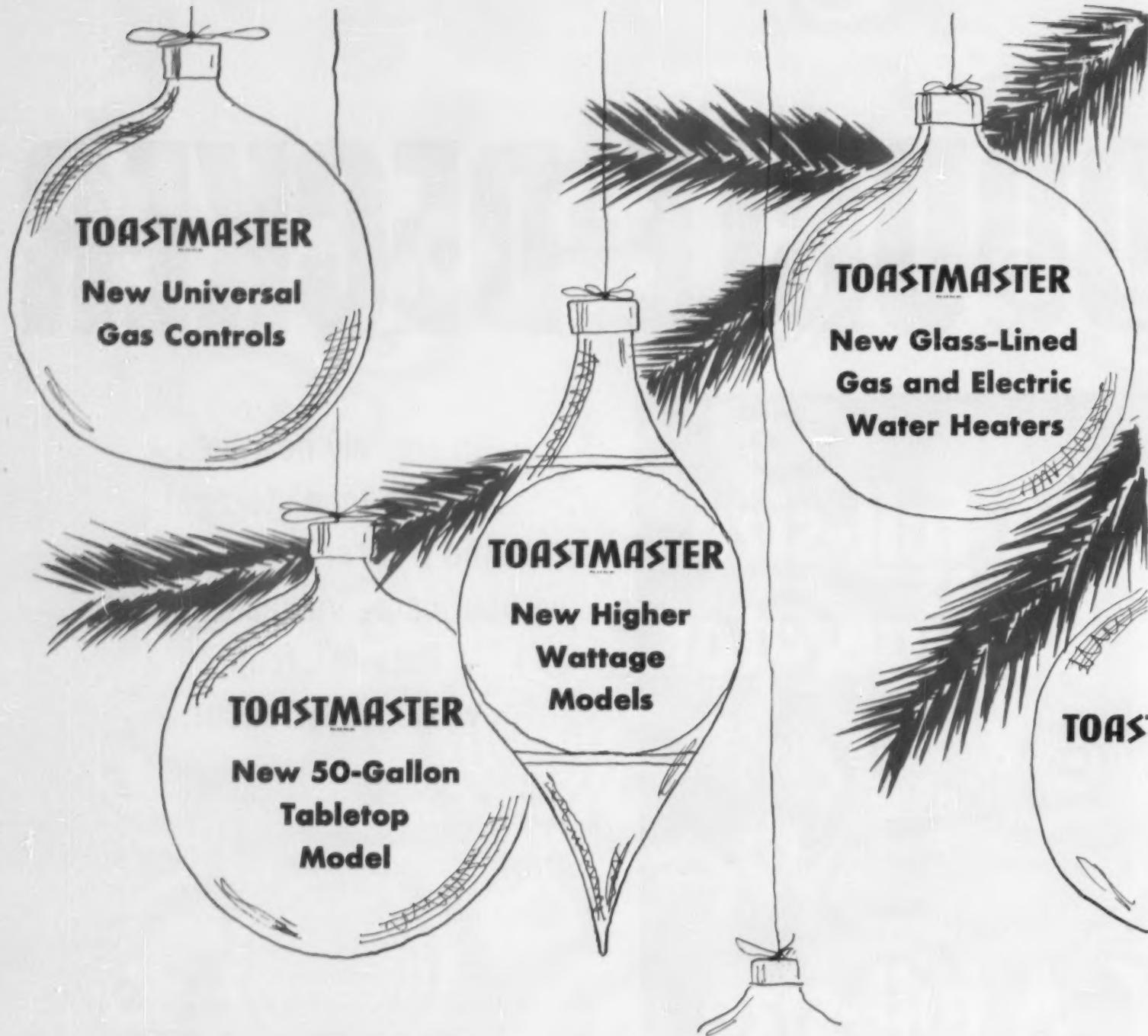
For before you is a full-size 9.2-cu. ft. refrigerator—fresh food at your finger tips. And under the refrigerator—where it belongs—a full-size 8.5-cu. ft. freezer—frozen food in big-family quantity, up to 300 pounds of it!

Two appliances in one—each the most advanced of its type—each featuring 12-inch deep Dutch Doors—and all within just 32" x 32" floor space. Now the freezer can become a member of every family where space is a problem. Now the freezer gains new convenience as it moves into the kitchen—where it belongs.

So here is the high-profit item that's just the ticket—the big ticket—for today's market. Get full details from your Maytag Distributor or Regional Manager.

The Maytag Company, Newton, Iowa.

MAYTAG IS ON THE MOVE!



Best Holiday Season Wishes from your Toastmaster Water Heater Representative...

Donald J. Burdick
37 Lakeland Drive, N.E.
Atlanta, Georgia

George E. Schroeder
1465 Winona Ave.
Chicago 40, Illinois

Richard V. Palmquist
7208 Reite Ave.
Des Moines, Iowa

Mel Pearson & Co.
1011 So. Josephine
Denver 9, Colorado

Charles E. Whiteside
107 Carlisle St.
Platteville, Wisc.

O. B. Wilt Co.
1355 Market St.
San Francisco 3, Calif.

Manufacturers Distributing Co.
192 Lexington Ave.
New York 16, New York

Fred R. Usher
604 Jackson
Stoughton, Wisc.

Donald H. MacQuarrie
331 Kathmere Road
Havertown, Penn.

Raymond J. Ruppelt
4708 Townsend Road
West Richfield, Ohio

E. G. Sommerlath
2741-47 Olive St.
St. Louis, Mo.

... and from

TOASTMASTER Automatic Water Heaters

McGRAW ELECTRIC CO. • Clark Division • 5201 W. 65th ST., CHICAGO 38, ILL.

"Toastmaster" is a registered trademark of McGraw Electric Co., makers of "Toastmaster" Water Heaters, "Toastmaster" Toasters and other "Toastmaster" and "Tropic-Aire" Products

NEW PRODUCTS



FRIGIDAIRE Laundry Line

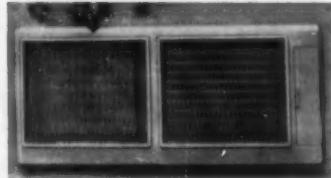
Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: 1956 Laundry line includes 3 matching automatic washers and 3 automatic dryers—Imperial, Deluxe and Super.

Selling Features: Imperial and Deluxe washers and dryers have been completely redesigned and restyled; a new 2-in-one dial control makes it possible to wash, rinse and spin-dry small loads or full loads in $\frac{1}{2}$ less time with $\frac{1}{2}$ less soap and water; "economy cycle" permits a complete wash, rinse and spin-dry in as little as 12 min. Imperial washer and dryer cabinets are available in 2 additional colors—pink and gray, in addition to yellow and green; tops are white; Imperial washer has a new control ring on "pulsator-agitator" to separate and open-up clothes during wash action; an underwater suds distributor is built into "pulsator-agitator"; powered by a heavy duty, sealed, direct-drive mechanism; spin-dry operation provides high water extraction.

Super, Deluxe and Imperial dryers feature electric timer controls for up to 145 min.; safety switch stops dryer when door is opened; Super and Deluxe dryers have large, full-depth lint drawer and a special baffle for venting from front, side or rear; Top-of-line Imperial is a sealed cylinder type dryer with "Filtrator" to control line; requires no venting or plumbing; variable heat control provides correct drying temperature for most delicate fabrics; automatic interior light, ozone lamp and sealed heating elements are other features.

All models can be installed flush to wall and made portable if desired. Deluxe and Imperial models are finished inside and out in Lifetime porcelain. Super has porcelain on surfaces most subject to moisture exposure.



LEWYT Air Conditioner

Lewyt Corp.,
60 Broadway
Brooklyn, 11, N.Y.

Device: Lewyt built-in wall air conditioner.

Selling Features: Available in $\frac{1}{2}$, $\frac{1}{4}$ and 1 ton capacities; compact, 15 in. deep, 32 in. wide, 14 in. high; can be installed practically flush inside room with practically no overhang outside house; each unit has 2-speed motor; built-in controls; thermostat; each unit is individually controlled.

Prices: $\frac{1}{2}$ ton, \$225; $\frac{1}{4}$ ton \$250; 1 ton, \$300.

NUTONE
Mixer-Blender-Sharpener

Nutone Inc.,
Madison & Redbank,
Cincinnati, 27, O.

Device: NuTone combination mixer-blender and electric sharpener.

Selling Features: Consists of 3 units—a 300 watt motor in a gray and white triangular case that



takes up $5\frac{1}{2}$ in. counter space; the mixer unit and the blender unit. One corner of motor unit forms a handle, and this triangular unit is used end up for mixer, turned on its side for blender, and on a third side for knife sharpener.

New design mixer has motor driven, $3\frac{1}{2}$ qt., aluminum bowl operating on top of appliance, beater automatically turns in opposite direction; 6 mixing speeds are provided; beater head may be placed in 6 different positions to make work easier for left or right handed use; pouring rim around bowl.

Lightweight, plastic blender unit has 6 speeds, sealed blade; triangular shape and is leak and break-proof.

Sharpener uses flexible grinding discs principle. All units are easy to assemble and store; motor unit has large clear front dial.

Fruit juicer can be purchased separately at \$3.95.

Prices: Complete unit, \$59.95; blender-sharpener only \$39.95; mixer assembly available separately at \$19.95.

control surface cooking units and are color coded to show unit controlled by each switch; special signal lights indicate which units are in use; automatic timers for oven and appliance outlet; Tel-O-Matic lights; Ups-A-Daisy unit with thermostatic control converts from a 4th surface unit to a deepwell cooker or deep fat fryer.

Prices: From \$199.95 for R1-LS, 30-in. model to \$459.95 for R1-H 40-in. double oven model.



TAPPAN Electronic Range

The Tappan Stove Co.,
Mansfield, O.

Device: Tappan built-in electronic range using microwave energy for home use.

Selling Features: Operates on 220 volts, needs no installation; equipped with high speed electric unit which can be used selectively for browning meats and top casserole dishes; controls on oven include a high and low speed setting, individual timers for microwave unit and browning unit; aluminum-lined oven interior 18 in. wide, 14 in. deep, 11 in. high; Lusterloy brushed chrome; door has wide frame of Lusterloy and look-in section of perforated metal; special pull catch can be released from either side; electronic unit will not operate unless door is latched; neither oven nor dishes become hot during cooking process—because oven reflects microwaves the dish transmits them, only food absorbs them; unit uses same type energy that transmits UHF signal on TV set.

R1-H, is a 40-in. double oven model; LDG, 30 in. model has a green exterior, R1-LGY has yellow exterior, all other models except apartment model R1-A4, have copper-tan exterior finish.

7-speed, push-button switches

Broils bacon in 2 minutes; bakes potatoes in 5-min.; cooks 5 lb. roast beef in 30-min.; bakes 2-layer cake in 6 min.; heats coffee in cup, warms baby bottles; cereals, puddings and defrosts frozen meals. Price: "About \$1200."



ANNA A. NOONE

NEW PRODUCTS 1956 Refrigerator and Freezer Lines



FRIGIDAIRE Refrigerators

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: 11 new refrigerator models in 1956 line have capacities ranging from 4.4 to 14.3 cu. ft.

Selling Features: Two "cold pantry" models, 14.3 and 12.1 cu. ft., have freezer at bottom feature a built-in ice ejector that immediately releases all cubes into a transparent storage bin where they remain cold and ready for serving, will not melt or stick together, bin holds up to 8 lbs. cubes at a time; 3 ice ejector trays of pink aluminum produce 3 lbs. cubes at single freezing. Larger of 2 cold pantry models has a 4.8 cu. ft. freezer which holds 168 lbs. frozen food; the freezer compartment has its own separate door which opens by handy foot pedal; 2 removable basket drawers pull out all the way on roll-out shelves; special frozen juice can tray.

Automatic defrost refrigerator section has 9.5 cu. ft. capacity at waist-level or above; picture window hydrator in door swings down for easy loading and can be removed for loading and cleaning; door storage for tall bottles, cheese, butter; 3 pink aluminum shelves roll out full length; a handy removable half-shelf is also included. 4 special sliding drawers hold 2 doz. eggs, fresh meats, snacks.

12.1 cu. ft. model is of similar design with single full-length door, freezer at bottom holds 66 lbs. frozen foods.

Imperial 12.1 cu. ft. model has separate 77 lb. freezer with its own door across top; features new egg storage compartment in door that swings down for handy loading and unloading.

Deluxe models include a 12 cu. ft., 9.5 cu. ft. size; Super models are 12.1, 10.1 and two 8-cu. ft. models; special apartment refrigerators are available in 6.1 and 4.4 cu. ft. sizes.

Food storage compartments of all 1956 models are finished in beige porcelain, most have shelves and ice trays in pink aluminum.

15 cu. ft. Imperial with twin full-length doors and an 88 lb. freezer across top has been continued in line.

Pink and gray exteriors are available on top models as well as yellow, green and white.

Snap-on decorator panels in 7 colors are available for top of door and base of cabinet decoration.



UNITED Refrig-N-Freez

United Refrigerator Co.,
Hudson, Wis.

Device: Refrig-N-Freez refrigerator-freezer combination.

Selling Features: Waist-high 7 cu. ft. refrigerator at top with a 350 lb. freezer at bottom; each unit has separate door and handy, independent controls; each door has built-in storage compartments for small packages, cans and bottles; refrigerator never needs defrosting; green and gold trim.



GIBSON Refrigerators

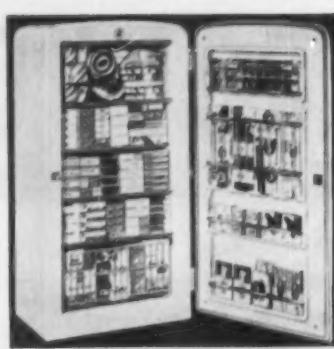
Gibson Refrigerator Co.,
Greenville, Mich.

Models: 8 models in Gibson 1956 refrigerator line includes a Strat-A-Master with new vertical freezer compartment.

Selling Features: Strat-A-Master refrigerator GA-132B has 12.26 cu. ft. capacity; "hidden" freezer space behind an insulated door in top rear section; freezer door provides bottle and small package storage while interior holds 40 lbs. frozen foods; large top shelf for storing bulky meat packages (door interior is recessed at top to accommodate these bulky shapes.) Special facilities for storing butter, cheese, bacon, eggs and automatic defrosting are also included in this model.

Other models in 1956 line include three 10.52 cu. ft. models and 4 12.26 cu. ft. models. Features include deeper storage doors; swing-out servers, special storage facilities for butter, cheese, eggs, bacon, and push-button or automatic defrosting.

Prices: From \$239.95 for Deluxe 10 cu. ft. model to "under \$400" for Strat-A-Master.



GIBSON 1956 Freezers

Gibson Refrigerator Co.,
Greenville, Mich.

Models: 4 upright and 2 chest models are included in 1956 freezer line.

Selling Features: Upright models have 7, 12, 16 and 20 cu. ft. capacity; HFU-12-12 cu. ft. model illustrated holds 404 lbs. frozen foods; juice can dispenser on door holds 15 cans, dispenses from bottom of rack; packaged frozen food rack holds 16 packages; 4 stay-pack shelves in main compartment feature tilt-back packing; large storage basket at bottom swings out and lifts out; handle design permits padlocking and left or right hand door swing.

Chest models HF-14 and HF-18 have 14 and 18 cu. ft. capacity.

Prices: From \$399.95 for model illustrated to \$579.95 for uprights; chests, \$429.95 and \$529.95.



FRIGIDAIRE Freezers

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: 2 new upright freezers—Imperial and Deluxe; and 2 chest models.

Selling Features: Both uprights are 13.4 cu. ft. models with 469 lbs. capacity; 4 full-width shelves, 3 of which are refrigerated; handy roll-out basket drawer at bottom.

Imperial door has 2 full-width swing down basket shelves for frozen packages; a removable full-width shelf; frozen juice can rack holds 18 cans; frozen food index and automatic interior light; decorator panels across door top and at base in choice of colors to match other Frigidaire equipment.

2 chest-type freezers 12.5 cu. ft. and 17.5 cu. ft.—have 438 and 612

lbs. storage capacity respectively. Both have juice can and pastry racks; storage baskets; quick freezing shelf; automatic interior light and counterbalanced lids complete with lock.



GIBSON Built-In Units

Gibson Refrigerator Co.,
Greenville, Mich.

Models: 5 built-in ovens and 3 surface units have been included in Gibson range line for the first time in 1956.

Selling Features: Two built-in ovens R1-WC and R1-WCR are 30-in. models; 3, R1-TCA, R1-TCRA and R1-TCR are 20-in. models; all ovens are the same as in Gibson ranges except they are vented through bottom of door—come with or without automatic timing; available in copper-tan or satin chrome finish.

2 surface units have 4-burners each and one unit has 2-burners; the 4-burner units are available with Kookall or without; stainless steel tops equipped with matching color-coded push-button switches with individual cables can be mounted at front or on wall.

Prices: Ovens from \$139.95; surface units from \$69.95 for 2-burner unit to \$149.95 for 4-burner unit with Kookall.



RHEEM Dryer

Rheem Mfg. Co.,
Newark, Calif.

Device: Rheem "Wedgewood" dryer

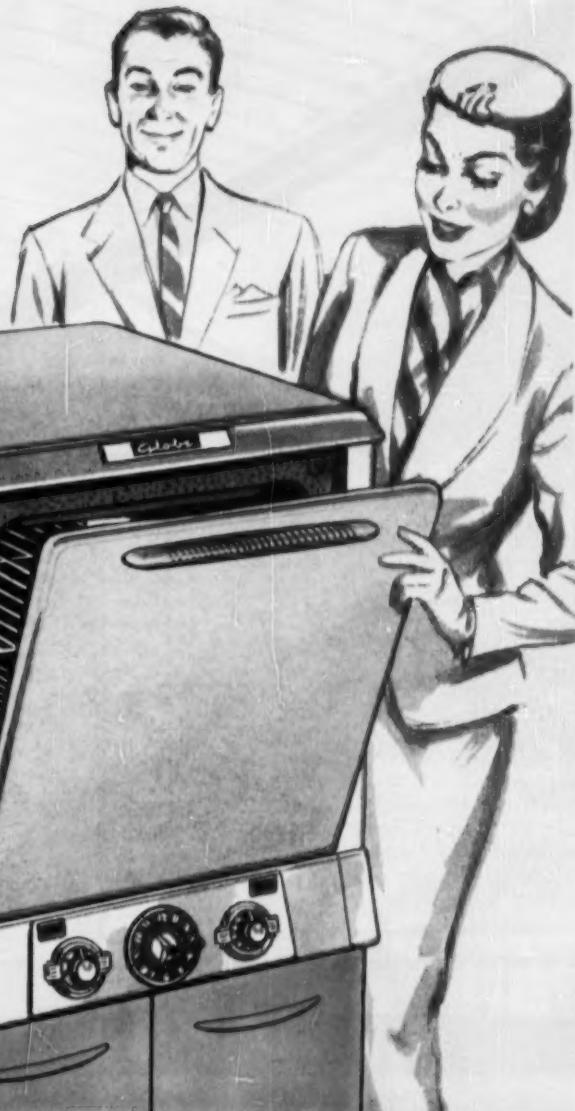
Selling Features: Separate top compartment "clothes saver" for fragile fabrics; time selector automatically times drying period; touch latch door; 25 in. deep, permits flush-to-wall installation; moisture exhaust may be vented from left or right side from rear toward floor or direct through top of backguard; lint screen located in top of backguard; automatic door safety switch; holds 20 lbs. wet clothes; lo-heat air circulation pressure volume blower fan located in front of heat source; available in electric or gas; electric heater has 4700 watt capacity, 230 volts; gas, 22,500 btu heat input with constant burning pilot.

You Can Sell and Install



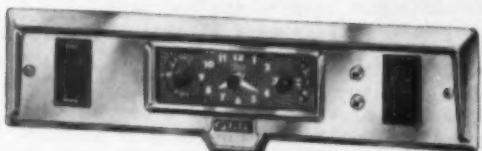
BUILT-IN RANGE

AS EASILY AS
YOU EVER SOLD
THIS



DESIGNED TO FIT ALL STANDARD BASE CABINETS.
Stack 'em... connect 'em... they're ready to cook in minutes!

New!
ADEQUATE WIRING
FOR ALL APPLIANCE NEEDS!



SURFACE UNITS

Just fasten four screws! Four electric and two gas models that stack on any 28-inch-high cabinet base.



ELECTRIC OVENS

Sized to fit any 24" x 28"-high base - instantly! Available in stainless steel, copper porcelain or copper plate.

EVERY WOMAN WANTS a built-in range...you'll sell them all with *Globe* STACK-ONS! Years-ahead styling, unbeatable features...best-looking, best-cooking, by far. Easiest of all to sell and install. Only 48 inches of floor space will prove it!

GET THE FACTS ABOUT GLOBE... America's Only Complete Line of Electric and Gas Built-In Ranges

Globe American Corporation

Dept. EM-12, Merchandise Mart Plaza, Chicago 54, Ill.

Show me! Prove that *Globe* STACK-ON Built-In Ranges are easiest to sell and install:

Name _____

Firm Name _____

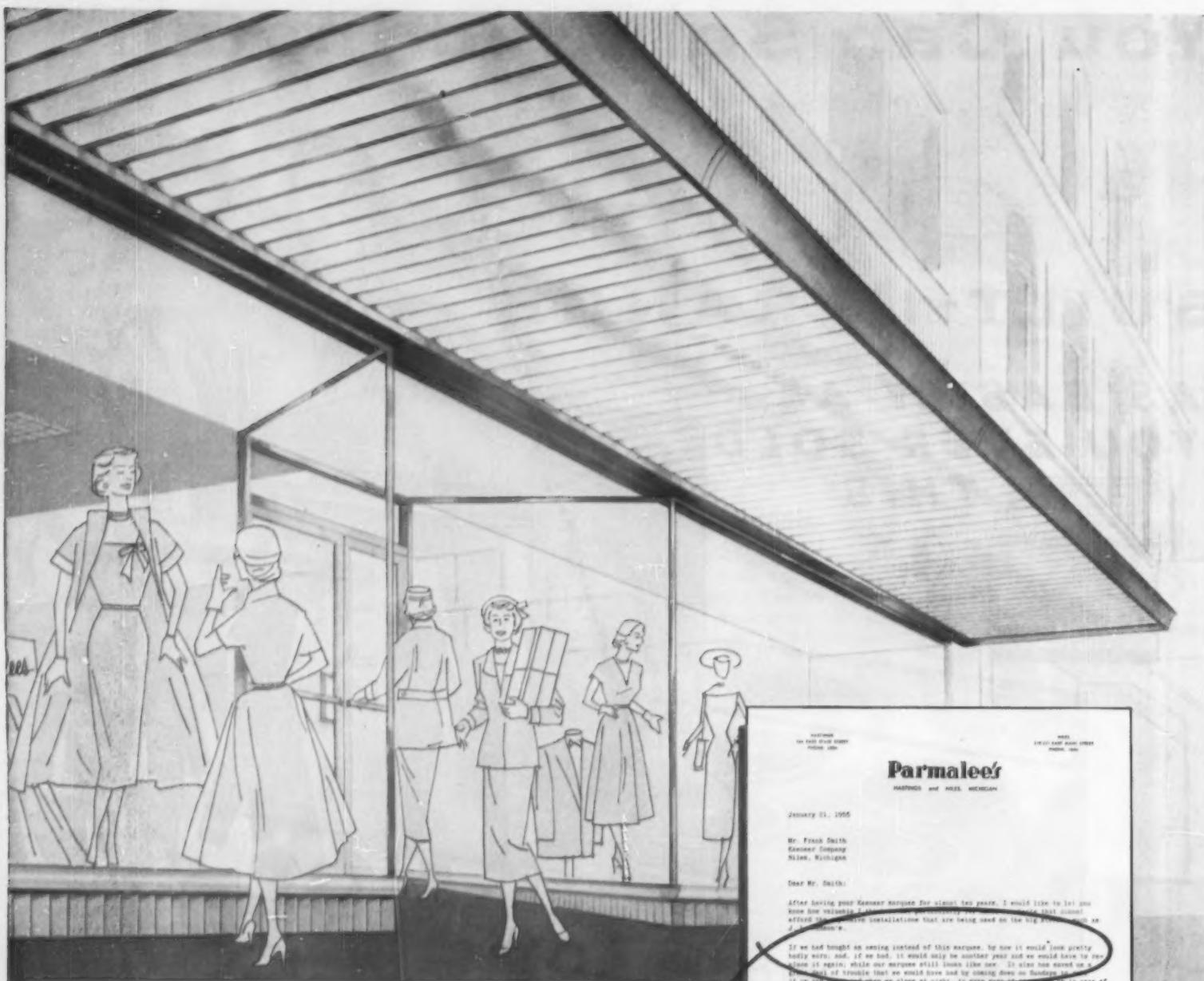
Street _____

City _____ Zone _____ State _____

Globe Electropanel

PROVIDES ADEQUATE CURRENT, AMPLE
OUTLETS FOR MODERN ELECTRIC APPLIANCES

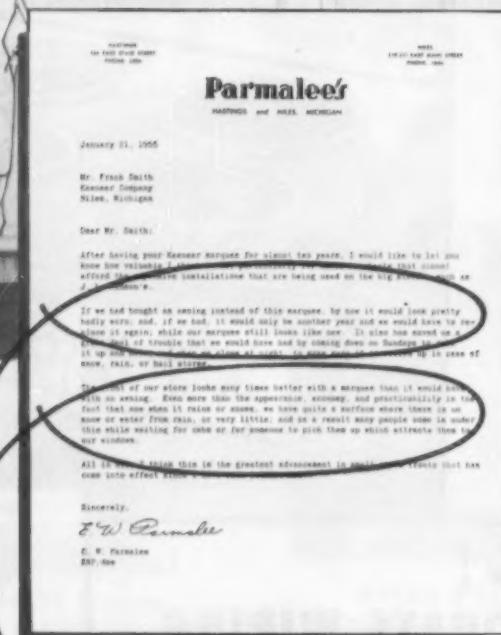
- No More Blown Fuses
- Operates Four Appliances—Simultaneously
- Timed Outlet for Controlled Cooking
- UL Approved



Attract shoppers, protect windows and save money, too, with a Kawneer all-aluminum canopy

Read how Mr. Parmalee enjoys these benefits and others since he installed a Kawneer all-aluminum canopy on his store. Check these features that make it one of the lowest cost modernization fixtures you can buy:

- protects shoppers and window displays • easy to clean
- resists heavy weather • cuts air conditioning costs • cool
- lasts for years • stops rain and snow • lets light through
- attractive • no rolling up or down • reduces fading



"If we had bought an awning instead of this marquee...it would only be another year and we would have to replace it again."

"Even more than the appearance, economy, and practicability, is the fact that when it rains or snows, we have quite a surface where there is no water from rain, or very little; and as a result many people come in under this while waiting for cabs, etc., which attracts them to our windows."



See your Kawneer dealer
or write for special canopy folder



NORGE Dryer

**Norge Div.,
Borg-Warner Corp.,
Merchandise Mart Plaza, Chicago**

Device: AE-600-A electric and AG-700-A gas companion low priced dryer.

Selling Features: 9 lb. capacity; can be used on 110 or 220-volt current; new venting arrangement through door eliminates need for exterior venting installation; operates at low heat—115 degs. F. average; circulates large volume of air; knee-action door latch.

Prices: \$129.95 for AE-600-A, \$159.95 for AG-700-A.



FRIGIDAIRE Ranges

**Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio**

Models: 11 Frigidaire ranges in 1956 line.

Selling Features: New Miracle Filter in top model operates automatically when oven is turned on to dissipate smoke and fumes before oven air is discharged into kitchen—even broiling can now be done with oven door closed.

Shelves that roll out on heat-tempered ball-bearings; 30-in. model with French doors features a shelf that rolls out automatically when twin oven doors are opened; large capacity electric rotisseries that turn on and off automatically available as accessory for conventional and built-in ovens.

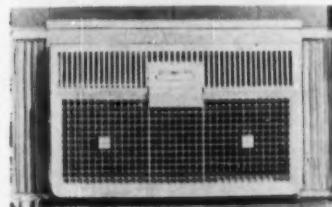
Range sizes include 21, 30 and 40-in. sizes; some have divided tops, others have units grouped at side; 2 ovens, single oven; one model has the Wonder oven that bakes and broils at same time.

Imperial line features removable decorator panels in chrome, yellow, green, blue, pink, maroon or copper to match similar panels on other Frigidaire kitchen equipment; pink and gray has been added to present line of color exteriors.

Automatic oven control makes it

NEW PRODUCTS 1956 Air Conditioners and Fans

possible to cook complete meal while homemaker is away. Other features include a heat-minding device that never lets foods overheat or burn; thermostatic control that automatically maintains selected temperature of cooking utensil; high speed surface unit; deep well cooker; non-sliding aluminum griddle to fit snugly over surface units; full-width fluorescent back panel.



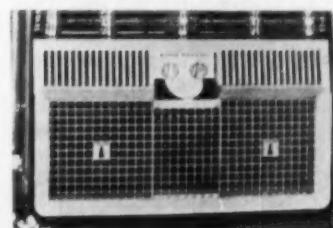
MICHELL Air Conditioners

**Mitchell Mfg. Co.,
2525 N. Clybourn Ave.,
Chicago, Ill.**

Device: 3 series "Deluxe", "Custom" and "Imperial" in 3 separate price ranges featured in Mitchell 1956 room air conditioner line.

Selling Features: "Imperial" top of line series, includes $\frac{1}{2}$ and 1 h.p. units capable of cooling 2 rooms, and $1\frac{1}{2}$ h.p. and 2 h.p. models designed to cool average apartment, small shop, suite of rooms or a complete 5-room house; Expando-mount air, dust and water-tight installation, fits windows from 30 to 44 in. wide plus an accessory kit for windows up to 60 in. wide; unit may be mounted flush with wall, partly or entirely inside room, in transom or "through the wall"; switch operates 2-speed fan motor, compressor and damper mechanism, provides Air Flow Modulation of any of 7 comfort levels including exhaust, arid-dry, Dyna-cool, nite-cool, ventilate, cool and Dyna-heat; decorator styled units finished in Cadillac Beige.

"Custom" series, "middle" of the line has automatic thermostat, Dyna-heat and 2-speed motors; may be had with reverse-cycle or resistance heating; series consists of $\frac{1}{2}$ and 1 h.p. models.



Deluxe series, the popular priced line, includes units of $\frac{1}{2}$, $\frac{1}{4}$, 1 and $1\frac{1}{2}$ h.p. sizes; compact units small enough to fit windows as narrow as 27 in.; 2-knob control provides 4 levels of comfort—cooling, ventilating, circulating and simultaneous cooling and ventilating.

Prices: From \$249.95 for $\frac{1}{2}$ h.p. Deluxe to \$499.95 for 2 h.p. "Imperial".



GIBSON Air Conditioners

**Gibson Refrigerator Co.,
Greenville, Mich.**

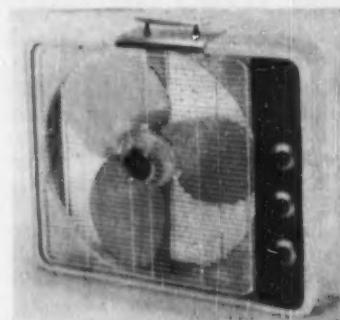
Models: 8 new window-type room air conditions in 1956 line.

Selling Features: Line includes four $\frac{1}{2}$ h.p. models, two 1 h.p. and two 2 h.p. models; featured is a $\frac{1}{2}$ h.p. unit designed to operate on standard 110-volt current; and the two new economy 2-h.p. units for cooling larger areas or more than one room with one unit; infinite control on custom models permits air to be directed to any angle; variable pitch of louvers makes it possible to slow air flow and increase dehumidification—a feature for sinus or asthma sufferers; custom models have permanent electrostatic air filters that can be washed and reused; Gib-Sun-Air ozone lamps to purify air and remove odors.

Prices: $\frac{1}{2}$ h.p. models from \$279.95 to \$369.95; 1 h.p. Deluxe, \$349.95, Custom, \$399.95; 2 h.p. Deluxe, \$429.95, Custom, 479.95.

be removed for periodic cleaning; activated carbon filter needs no cleaning when it is completely saturated (about 4 mos) it is replaced by a new one; available in 2 sizes—300 cfm on high speed: 10 in. long x 14 high and wide; weighs 21 lbs; 900 cfm at high, 14 in. long, 17 in. wide and high; weighs 64 lbs.

Prices: Small unit, \$79.50; large unit, \$119.50.



LAU Window Fan

**Lau Blower Co.,
Dayton, Ohio**

Device: Lau Ultra Twenty with "Saf-T-Eye" thermostat in futuristic control panel.

Selling Features: Case available in pink, grey, blue or green; charcoal recessed control panel has Saf-T-Eye and 3 dials—"Air-Trol" provides selection of 3 speeds; "Temp-Trol" thermostat dial, and bottom "Duo-Trol" dial reverses flow of air electrically; Saf-T-Eye glows whenever current is on whether thermostat is allowing blade to turn; specially designed rubber mounted "duo-flo" blades; cabinet, 5 in. thick; contour handle expands upward to fit hand; spacer panels fit most windows.

Price: \$69.95.

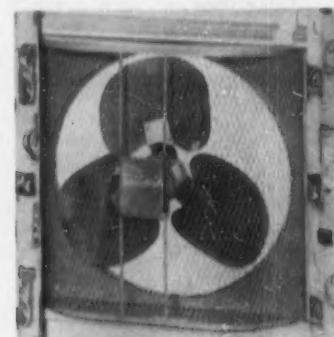


RADEX Air Filter

**Radex Corp.,
2076 Elston Ave.,
Chicago, 14, Ill.**

Device: "Smog-Free" portable air filter to remove gases, odors, smoke, pollen, dust.

Selling Features: Filters through use of activated carbon filter; requires no installation, plugs into any wall socket; basically same principle as employed in wartime gas mask; draws contaminated air through 2-in. aluminum filter located on back of unit cabinet, as air filters through fine screen, dirt and dust particles are removed, air passes through activated carbon filter which absorbs all impurities, only clean air is blown through front of unit; aluminum filter can



INTERNATIONAL Fans

**International Fan Div.,
International Oil Burner Co.,
St. Louis, Mo.**

Models: 1956 series of 20-in. window fans—620 series.

Selling Features: A 20-in. exhaust window fan fits all windows 22 in. and wider; protective mesh grill; $\frac{1}{2}$ h.p., 2 speed 3500 cfm motor.

Other models include a P620, portable with metal handle; R620, features an electrically reversible motor—fan blade rotation can be reversed instantly and automatically at touch of switch; PR620 is both portable and reversible.

Other series in new 1956 line of 20 in. fans include P20, portable and J20 low-priced window fan.

NEW PRODUCTS

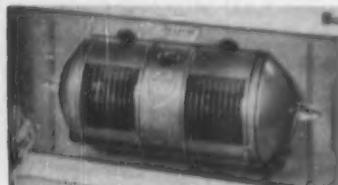


CHELSEA Kitchen Fans

Chelsea Fan & Blower Co., Inc.
Plainfield, N.J.

Device: New line of Power Vent kitchen ventilating fans for wall or ceiling installation.

Selling Features: Available with either 8 or 10-in. fan blades; may be equipped with pull-chain or wall switch; features "all-size sleeve" that fits any wall from 4½ to 14 in. thick; all-weather hood with counterbalanced shutter; beveled edge design with inside baffle; chrome or baked white enamel finished grille.



AIR-O-RATOR Ventilator

Goodwill Mfg. Co.,
1215 S. Laramie,
Chicago, 50, Ill.

Device: Air-O-Rator window ventilator No. V-55

Selling Features: Intakes and exhausts air at same time or separately; filters air of dust and pollen; directional control of air movement; may be used as floor or window circulator; fits windows 24 to 46 in. wide; 2-speed 1/10 h.p. motor provides 2400 cfm on high speed and 1200 cfm on low; baked enamel over copper.



TOASTMASTER Waffle Baker

Toastmaster Products Div.,
McGraw Electric Co.,
Elgin, Ill.

Device: New round Toastmaster waffle baker No. 2D2.

Selling Features: "Thermo-Grid" a grid that also serves as a thermostat-expansion or contraction of grid when it becomes hotter or cooler opens or closes the circuit, maintaining an optimum temperature, providing constant uniform baking heat-baker maintains continuous heat so that batter for next waffle can be poured immediately; heavy, cast aluminum grids spe-

cially treated for sticking; chrome finish.

Prices: \$21.95.



Colored OSTERIZERS

The John Oster Mfg. Co.,
Milwaukee, Wis.

Device: Deluxe Osterizer now available in copper, pastel pink, aqua, yellow or white.

Features: 2-speeds; ingredient-adder top; removable processing unit for speedy cleaning; comes with new 4-color 96 page recipe book.

Prices: Copper, \$54.95; chrome, \$49.95; pastels, \$46.95; white, \$44.95.



LUX Clock

Lux Clock Mfg. Co.,
Waterbury, Conn.

Device: Lux Date Minder calendar Clock.

Selling Features: Available in metallic bronze, antique yellow, red, ebony and white; newly designed to blend with 'round the house decoration; glance visible dial with flat gold center, black numerals and calibrations on white background, black calendar panel with gold windows.

Price: \$9.95.

CHROMALOX Heaters

Edwin L. Wiegand Co.,
7500 Thomas Blvd.,
Pittsburgh, 8, Pa.

Device: Chromalox radiant wall panel heaters.

Selling Features: Aluminum panel with fully-enclosed type, tubular element bonded to reverse side; moisture cannot enter—no hot exposed wires, enclosed elements cannot cause shock, panel will not shatter or break; 2 surface applied brackets for easy mounting; panel is 28 in. high, 23 in. wide, extends 3 in. from mounting surface; 1-piece

sheet steel case molded; 2 color combinations—green, black and brass or grey, black and chrome; available with manual on-off switch and variable automatic thermostat enclosed within panel; may also be controlled with wall-mounted thermostats. 1000-watts, 120 or 240 volts a.c., or 1500 watts for 240 volts, a.c.



DORMEYER Drills

Power Tool Div.,
Dormeyer Corp.,
Kingsbury & Huron Sts.,
Chicago, 10, Ill.

Device: Dormeyer ½ in. power drills 200, 210 and 220.

Selling Features: No. 200 has wrench-lok chuck for easier bit changes, multiple ball thrust bearing; self-lubricating bearings; hardened steel gears; diecast aluminum housing; long pistol handle for safe, firm grip; spring-loaded switch for automatic shutoff; built-in lock.

No. 210 and 220 feature geared chucks.



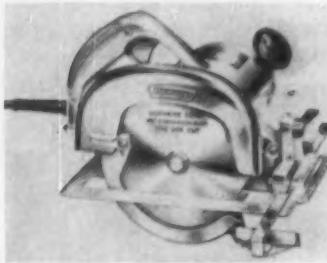
OSTER Hair Dryer

The John Oster Mfg. Co.,
Milwaukee, Wis.

Device: Oster "Airjet" hair dryer available in copper finish.

Selling Features: Directs air where wanted, warm or cool; weighs 2-½ lbs; combination stand-handle can be tilted to any angle for tabletop or hand use.

Price: \$20.95 copper, \$19.95 chrome.



DORMEYER Saws

Power Tool Div.,
Dormeyer Corp.,
Kingsbury & Huron Sts.,
Chicago, 10, Ill.

Models: 3 new power saws, 700, 710 and 720.

Selling Features: New design 6½ in. blade cuts 2x4 in. lumber at 45 deg. bevel with blade to spare; finger-tip adjustment permits depth of cut from ½ to 2½ in., and bevels from zero to 45 degs; eye shade protects eyes; No. 710 has ball bearing and self-lubricating bearing construction; No. 720 has ball and needle bearing construction; both have rip fence guides; heavy-duty carrying case.



CUMMINS Attachments

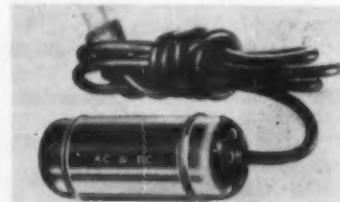
John Oster Mfg. Co.,
Milwaukee, Wis.

Device: Cummins angle head attachment No. 155 and automatic screw driver attachment No. 156.

Selling Features: 2-speed angle head attachment converts ½ in. drills for many drilling, sanding and polishing jobs; fits any ½ in. drill having a ½ in. x 24 threaded spindle; head swivels to any position in full 360 deg. arc; operates at high or low ratio—low for drilling into hard metals, large holes in wood and for polishing; high for soft metal and small holes up to ½ in. in wood, for sanding weighs ½ lbs.

Screw driver attachment for ½ in. or larger drills, drives all slotted or Phillips head screws up to 3/16 in. diam. into all kinds of wood; easy to operate, complete with slotted screw bit and Phillips screw bit.

Prices: No. 155, \$8.75; No. 156, \$4.95.



AC and DC Heater

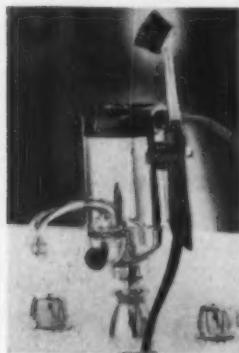
G. L. Electric Co.,
20725 Harper Ave.,
Detroit, 36, Mich.

Device: AC and DC immersion heater.

Selling Features: Suitable for farmers, doctors, gas stations, and home use; chrome finish; rubberized cord; 110 volts; 1320 watts a.c. or d.c. weighs 1 lb. 2 oz.; 2 in. diam; 5½ in. long.

Price: \$4.95.

NEW PRODUCTS



GERITY Dishwasher

Gerity-Michigan Corp.,
Dishwasher Div.,
Adrian, Mich.

Device: New water powered Gerity dishwasher.

Selling Features: Handle-nozzle type dishwashing unit fits most swing-spout faucets; can be installed by average person, the manufacturer says, without special knowledge of plumbing; packaged complete with installation instructions, parts-adapter kit and wrenches; a touch of finger on lightweight handle controls a vacuum device which changes flow of water from hot suds to clear rinse as it sprays out of nylon nozzle.

Price: \$39.95



QUAKER Gas Heaters

Quaker Mfg. Co.,
1147 Merchandise Mart,
Chicago, 54, Ill.

Models: 4 Quaker unvented, cool cabinet, radiant gas heaters.

Features: "Air-stream" construction to keep cabinet cool; Sahara sand porcelain finish; expanded metal front and legs in baked on "gold" silicone; chrome plated guard; improved raised port cast iron burner; 4 capacities: 12,000, 20,000, 30,000 and 40,000 btus.



OSTER Sharpener

The John Oster Mfg. Co.,
Milwaukee, Wis.

Device: New Oster double action sharpener 500-S sharpens scissors and tools as well as knives.

Selling Features: Has ledge spe-

cially designed to rest scissors and tools so they are sharpened easily and professionally at right grinding angle; gives hollow ground edge to knives of all descriptions—serrated edges, midget pocket knives, heavy meat cleavers; also sharpens knife points, lathe tools, chisels, files, screw drivers. Complete with 20-pg. booklet on how to care for cutlery and how to carve.

Price: \$16.95.



PERFECTION Oil Heater

Perfection Industries Inc.,
7609 Platt Ave.,
Cleveland, 4, O.

Device: Perfection oil heater No. H-810.

Selling Features: 38,000 btu heater has Pyrex window in combustion chamber; 9 gold screen windows in heater casing; "Midget Pilot" operates over 100 hrs. on single reservoir filling; hinged cover for top lighting, easy cleaning; built-in clean out plunger; thermostat available as accessory; black baked enamel with gold trim.



HUFFY MOWERS

The Huffman Mfg. Co.,
Dayton, 1, Ohio

Models: 2 deluxe electric rotaries and 2 gas rotaries.

Selling Features: Electric rotaries—18 and 21 in. models—feature $\frac{1}{2}$ h.p. motors, uplift safety blades for smoother cut, Turbojectors for cleaner ejection through front and rear chutes, cord control.

Gas models in 18 and 21 in. sizes have 2 or 4 cycle engines ranging up to $\frac{1}{2}$ h.p.; features include twin-edged cutter blade that lifts grass for smoother cut, clean ejection through rear chute. 2 gas reel mowers and the Huffy lawn sweeper complete line.



CUMMINS Maxaw & Table

John Oster Mfg. Co.,
Milwaukee, Wis.

Device: Cummins Maxaw 7800 features rudder, also new saw table No. 777.

Selling Features: New rudder feature on Maxaw 7800 called "True Course Guide" automatically guides saw through cut, always keeps saw cut open, prevents wood binding and assures air passage for constant air circulation at blade.

Maxaw steel saw table No. 777 for right or left hand use; retains full Maxaw cutting capacity of $2\frac{1}{2}$ in. at 90 degs. and $1\frac{1}{2}$ in. at 45 degs. saw shoe fits flush with table top; table top is 24 x 20 in. deep; angle steel legs 34 in. long new "cam Lock" rip fence; 7 in. wide diecast miter gauge calibrated from 90 to 30 degs; metal shelf holds accessories.

Prices: Table, \$39.95 after December 1st.



STAIR CART

Valley Craft Products Inc.,
750 Jefferson Ave.,
Lake City, Minn.

Device: Stair-Cart appliance hand truck, No. 400.

Features: Designed for appliance field; equipped with special ratchet mechanism to roll up stairs step by step as operator pulls a drive cable; 2 wheel safety brakes allow control of load at all times, belt reel, adjustable to height of load; skid rails; padded frame; pneumatic tires.

HEAVY-GRAVITY AD in a blue box, is the newest low-sudsing detergent announced by Colgate-Palmolive Co., for use in any and all type washers. Heavy-Gravity AD differs from regular AD in density—less heavy-gravity AD is needed to do the same job because it is a more concentrated product.



3, 4, 5 and 6-ft., type SR rubber covered range cable. Two #6 and one #8 conductors for 50 amp., or two #8 and one #10 conductors for 35 amp. service. CORNISH #500 molded-on plug vulcanized to cable for long-time water-repellent security. Equipped with suitable terminals and metal strain relief. Each cord individually boxed.

Data sheets on request



Series #5533, utilizing a new molded-on three pole angle rubber plug equipped with "L" shaped grounding blades. Used primarily for application to 10/3 3 cord or type SR range cable. Rated at 30 amperes 250 volts, approved by Underwriters' Laboratories. Individually packaged in a carton that serves as a shipping container.

replacement cord sets

for Lamps, Radios, Small Appliances

6-, 8- and 10-ft., 18/2 type SR, brown cord, with molded-on plastic plug. Appliance end stripped $\frac{3}{4}$ in. Hunked, with UL Green Cord Set label applied.

for Vacuum Cleaners, Small Tools, Mixers, etc.

6-, 10- and 20-ft., 18/2 type SR black cord, with molded-on plug. Appliance end jacket removed 2"; conductors stripped 1"; conductors stripped 1"; hunked, with UL Green Cord Set label applied.

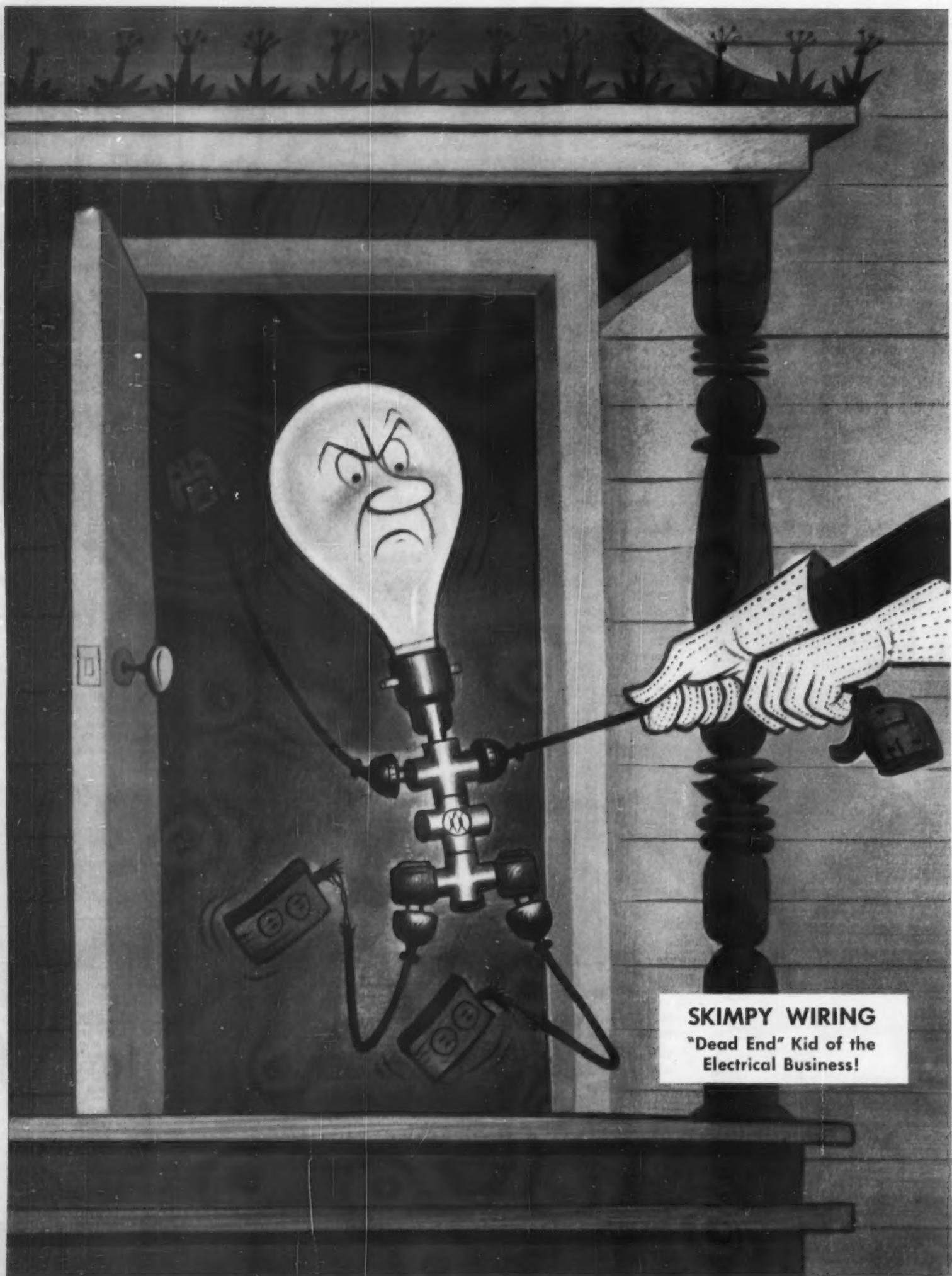
for Trouble Lights, Small Motors, Tools, etc.

6-, 10- and 20-ft., 18/2 type SR black cord with molded-on plug of one end. Appliance end jacket removed 2"; conductors stripped 1"; hunked, with UL Green Cord Set label applied.

ALSO Replacement cords for the Electric Iron and other Home and Office appliances.

Support your local
Adequate Wiring Bureau program

CORNISH WIRE COMPANY, INC.
50 Church Street, New York 7, N.Y.



SKIMPY WIRING

"Dead End" Kid of the
Electrical Business!

WE'RE PULLING HIM OUT OF HIDING!

Kennecott is exposing Skimpy Wiring... to help you sell more appliances!

Now you see him... usually, you don't! He's Skimpy Wiring—the rascal who causes no end of electrical trouble in more than 80% of the homes in your territory. His weak, undersized wires "starve" electrical appliances. His inadequate circuits keep your prospects from buying the many new appliances they might wish to own. He's the biggest NO-salesman the appliance business ever had! But there is a way to thwart this sales-stopper.

Once homeowners are shown that Skimpy Wiring is the real cause of most of their electrical woes, they can install the healthy, adequate wiring that's so vital to your future appliance sales. To help educate these homeowners, and to build more sales for you, Kennecott is running ads like the one shown below.

These Kennecott ads tell your prospects about the advantages of safe, *adequate* wiring, encourage them to re-wire for modern, *electrical* living. Kennecott's campaign will add national impact and prestige to your own local efforts, will build appliance sales for you. Tie in with Kennecott now!

FREE! TIE-IN MATERIAL!

Send today for reprints and poster-sized blowups of Kennecott Saturday Evening Post and This Week magazine ads. Get free copies of the educational booklet, "The ABC of Home Wiring." Ask for complimentary newspaper mat service folder and list of *at-cost* prices of available material. No cost, no obligation! Simply write Kennecott Copper Corporation, Dept. M125, 161 East 42nd Street, New York 17, New York.



Kennecott Copper Corporation

Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.



EMERSON TV Set

Emerson Radio & Phone Corp.,
14th & Cole Sts.,
Jersey City, 2, N. J.

Device: Emerson portable a.c.-d.c. set No. 1168

Selling Features: Housed in ebony portable cabinet with convenient carrying handle will play in a.c. or d.c. areas; 1-knob Simplimatic tuning snaps in picture and sound simultaneously; removable front glass; 14-in. rectangular black picture tube; Dyna-Power chassis; cabinet 14-1/2 in. wide, 19-1/2 in. long 11-1/2 in. high.
Price: \$98.



MIRROR-TONE TV Set

Mirror-Tone TV Div.,
Scott Radio Laboratories Inc.,
1020 N. Rush St.,
Chicago, Ill.

Model: SP-22P 21 in console.
Selling Features: Swivel base allows cabinet to be rotated to any designed angle for easy viewing.
Price: \$169.90.



RAYTHEON Color TV Sets

Raytheon Mfg. Co.,
TV and Radio Operations
5921 W. Dickens Ave.,
Chicago, 39, Ill.

Models: Two 21-in. color TV sets M21CO table model and C21CL console model.

Selling Features: Both models feature 260 sq. in. picture tubes, twin-speakers, cascode tuners, top-tuning, "window view" channel selection, automatic color contrast, overload relay with button for resetting simplified chassis on vertical

NEW PRODUCTS Television

cal "wrap around" mounting integrated between picture tube and chassis make cabinet almost as small as b 7 w models; employs 24 tubes, 3 rectifiers in addition to picture tube; automatic chrominance control eliminates color changes in tuning; dual hi-fi speakers; both models available in blond or mahogany hardwood cabinets.
Prices: Table model, \$795, console, \$895.



HOFFMAN Color TV

Hoffman Electronics Corp.,
3761 S. Hill St.,
Los Angeles, 7, Calif.

Device: Hoffman Colorcaster 21 in. console, No. 4001

Selling Features: Advanced Mark V chassis with 24 tubes plus 4 rectifiers; 41 mc IF amplification; 25 kv high voltage and turret-type cascode tuner; twin oval speakers, field neutralizing coil for color purity; improved convergence circuitry; increased luminescence gain; removable cabinet side provides easy service; available in blond oak (B4001), mahogany (M4001) and cherry (P4001).
Price: \$36.95.



SYLVANIA TV Sets

Sylvania Electric Products, Inc.,
254 Rano St.,
Buffalo, N.Y.

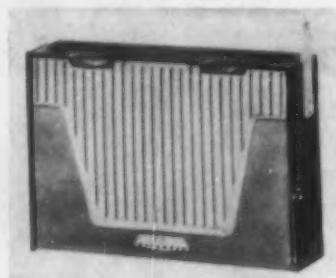
Models: 3 21-in. table sets Carlisle, Fontaine and Sheffield.

Selling Features: Carlisle, 21T101 and Fontaine, 21T102, price-leader sets have aluminized "Silver Screen 85" picture tubes; "Custom 32" chassis, 6-in. speakers; available in blonde or mahogany. Fontaine has "HaloLight."

Sheffield, 21T104, has 90 deg. aluminized tube; filter glass in front of tube; 6-in. speaker; "Halo-

Light"; cabinet with rounded cabinet corners and deluxe trim.

Prices: Carlisle, \$189.95, mahogany; \$199.95, blonde; Fontaine, \$219.95, mahogany, \$229.95, blonde. Sheffield, \$239.95.



MITCHELL Radio

Mitchell Mfg. Co.,
2525 N. Clybourn Ave.,
Chicago, Ill.

Model: Mitchell "Ultra Thin" 3-way portable radio.

Selling Features: Plays from self-contained batteries or from a.c. or d.c. outlets; features latest superheat circuit tuning full AM band; built-in "Air Magnet" antenna; easy-tuning dial, a/c; selenium rectifier; two 1 1/2-volt "A" and one 6 1/2-volt B batteries; available in maroon (No. 1406) or ivory (No. 1407) plastic case with brass trim; 9 1/2 in. high 6 1/2 in. wide, 2 1/2 in. deep.
Price: \$36.95.



MITCHELL Phonos

Mitchell Mfg. Co.,
2525 N. Clybourn Ave.,
Chicago, Ill.

Models: 3 portable phonos—1417, 1418, 1419, and 1420.

Selling Features: Each model operates on 110-120 volt 60 cycle a.c.; has 3-speed phono motor for 33 1/3, 45 or 78 rpm speeds; plays 7, 10 or 12 in. records; Alnico PM dynamic speaker; built-in 45 rpm record adapter. No. 1417 has balanced pickup arm and spring-cushioned cartridge with osmium tipped needle; self contained in 2-tone brown and beige case, 12 in. long, 9 1/2 in. wide, 5 in. high. No. 1418 has 2-tone brown simulated leather luggage-styled carrying case. No. 1419 has full range tonal fidelity, balanced tone arm with reversible cartridge with dual osmium-tipped needles; deluxe portable case with gold embossed composition leather top insert and jewel box latch.
Prices: No. 1417, \$22.95; No. 1418, \$29.95; No. 1419, \$34.95.



RCA Portable Phone

RCA Victor Radio & "Victrola" Div.,
Radio Corp. of America,
Camden, N. J.

Device: New portable 3-speed hi-fi phone Mark VII No. 7HFPI.

Selling Features: Features 3 loudspeakers and a frequency range of 70 to 20,000 cycles; Panoramic loudspeaker system; contains a 6-in. loudspeaker for low and mid-range frequencies and two 3 1/2 in. speakers for hi frequencies; 3 watts undistorted output with maximum of 4 watts; 3-speed record changer has ceramic flipover pickup with twin manufactured stylus for playing 33 1/3, 45 and 78 rpm records, a slip-on "45" spindle, 1-speed control, automatic last record stop, stabilizer-arm and muting switch to eliminate record changing noise; amplifier has 3 tubes plus rectifier; entire unit weighs less than 50 lbs.
Price: \$119.95.



RCA Remote Control

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Device: RCA "Magic Brain" remote TV control accessory, for use on most RCA black-and-white VHF sets.

Selling Features: Designed to turn set on, change stations, adjust volume, picture and fine tuning and turn set off; brown plastic unit contains 3 separate control knobs for fine tuning, picture control, and on-off and volume as well as dial for all VHF channels.

Unit connects to TV receiver by a 30 ft. flat covered cord; complete with sub-chassis and motor that are installed inside receiver—when equipment has been installed, changeover from local control to remote control is accomplished by turning tuning knob on set fully clockwise at which point it automatically triggers a changeover switch. Small enough to fit in hand.
Price: \$59.95.

PORCELAIN ENAMEL stays white for life!



Permanent WHITENESS

—always an EFFECTIVE SALES POINT!



THIS LABEL identifies products finished in genuine Porcelain Enamel. Be sure your customers see it, and know what it means.

Your customers appreciate the one appliance finish that won't discolor or fade with age—the non-yellowing finish that keeps its original beauty and charm *for life*, Porcelain Enamel! Whether it is the ever-popular white, or a lovely new decorator's color, Porcelain Enamel is the one finish that is not scratched by skillets or knives, is not stained by juices, is not harmed by heat.

Use these outstanding advantages to gain quick acceptance of appliances finished in Porcelain Enamel.

PERMANENT *Colors* TOO

Appliances finished in colored Porcelain Enamel have the same advantages as those finished in white . . . the same hard, glass-like surface that resists all forms of wear and scratching; the same rock-like composition that is proof against staining; the same high-temperature fusing that locks-in the qualities that make Porcelain Enamel supreme in appliance finishes.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.
Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.
(Check items desired)

Please send me information about:

Demonstration Kit
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Please send me a free copy of:

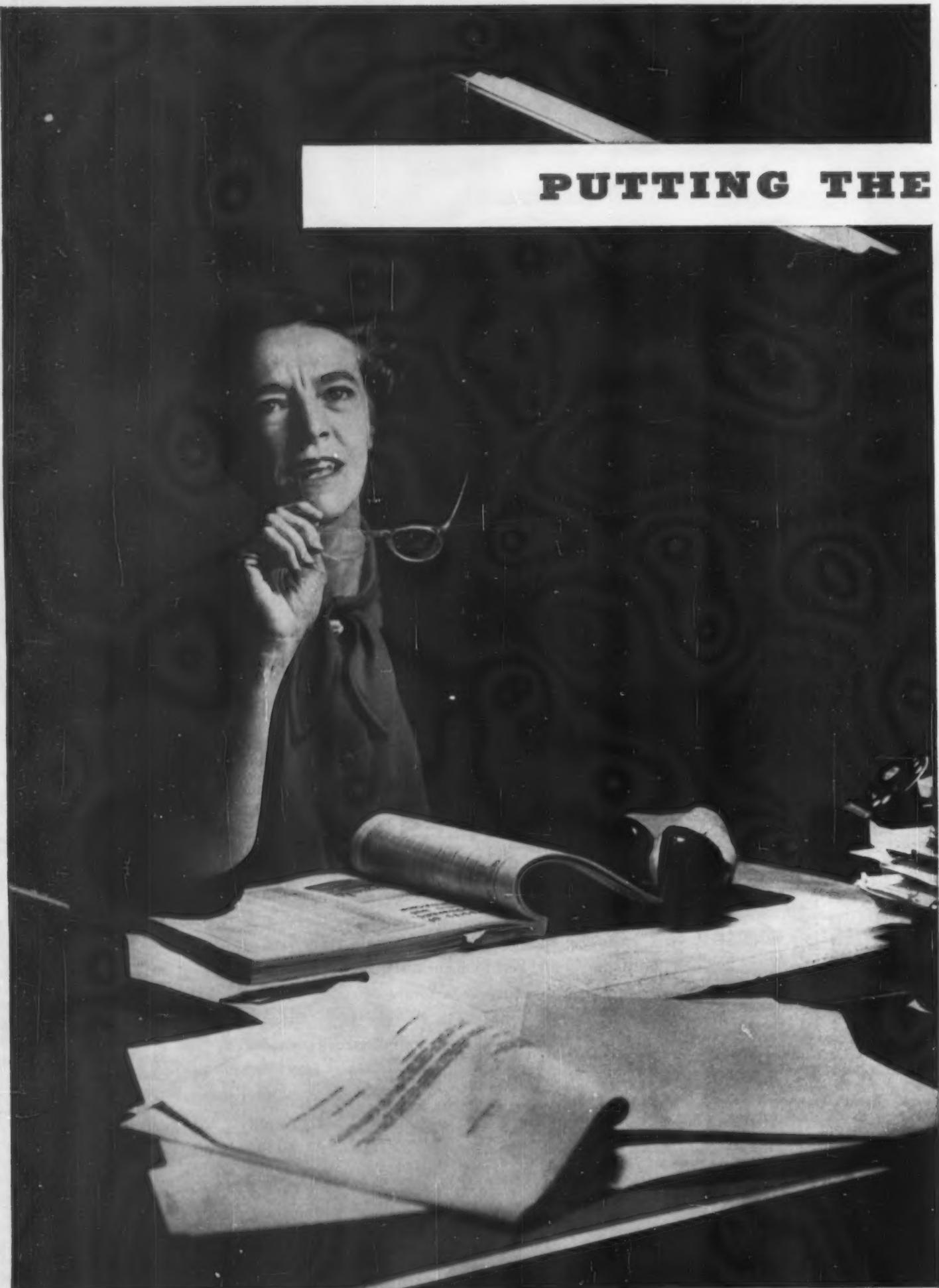
"Selling Facts about Porcelain Enamel"
 "Prove for Yourself . . ." Booklet

Name _____

Company _____

Address _____

PUTTING THE



STATISTICAL ISSUE TO BED

...the people behind the Industry's Annual Report

When you need the best Industry Statistics on appliance and radio-TV set markets next year, chances are you'll find them in ELECTRICAL MERCHANDISING's January 1956 Statistical Issue. ELECTRICAL MERCHANDISING's Editors are wrapping it up right now. Marguerite Cook and her research staff are working nights to help make it another great publishing milestone . . . the kind which has marked the Statistical Issue as the Industry's Bible for years.

There is real reason for such achievement. Only a full-time staff of experienced editors steeped in appliance-radio-TV marketing facts and figures could put it together. ELECTRICAL MERCHANDISING has them. That's why top dealers and distributors keep the Statistical Issue and refer to it. They use it to plan their *buying*. Advertisers use it to sharpen up their *selling*.

This issue, like every issue of ELECTRICAL MERCHANDISING is far more than a paste pot operation. It is a monumental team effort by an editorial staff with a combined appliance-radio-TV marketing experience of over 200 years. Only such experience makes it possible to assure the whole Industry figures with each January Statistical Issue.

As the January 1956 Statistical Issue closes, corporation presidents, marketing professors, government officials, researchers and consumer

media are eagerly awaiting its arrival. Along with America's leading retailers and wholesalers they recognize it as their top source of appliance-radio-TV marketing information.

The kind of down-to-earth sales facts which go into the Statistical Issue have built up high readership of the advertisements which appear in it. And, the same kind of effort goes into each issue of ELECTRICAL MERCHANDISING throughout the year. That's why advertisers spend many more advertising dollars in it than any other publication serving the field. That's why manufacturers vote ELECTRICAL MERCHANDISING the leader in the field. That's why dealers and distributors vote it tops for advertising usefulness and give ELECTRICAL MERCHANDISING really intensive advertising readership.

So, use ELECTRICAL MERCHANDISING regularly to make the most of your advertising dollar. Top dealers and distributors will read your advertising in it like they will in no other publication. ELECTRICAL MERCHANDISING's editors put a lot into each issue so that the kind of people who can help you build your distribution get a lot out of it. Tell your story in a campaign directed at these people and you will find it helps cut selling costs. Tell it in ELECTRICAL MERCHANDISING, the Industry's Year 'Round Market Place for best results.

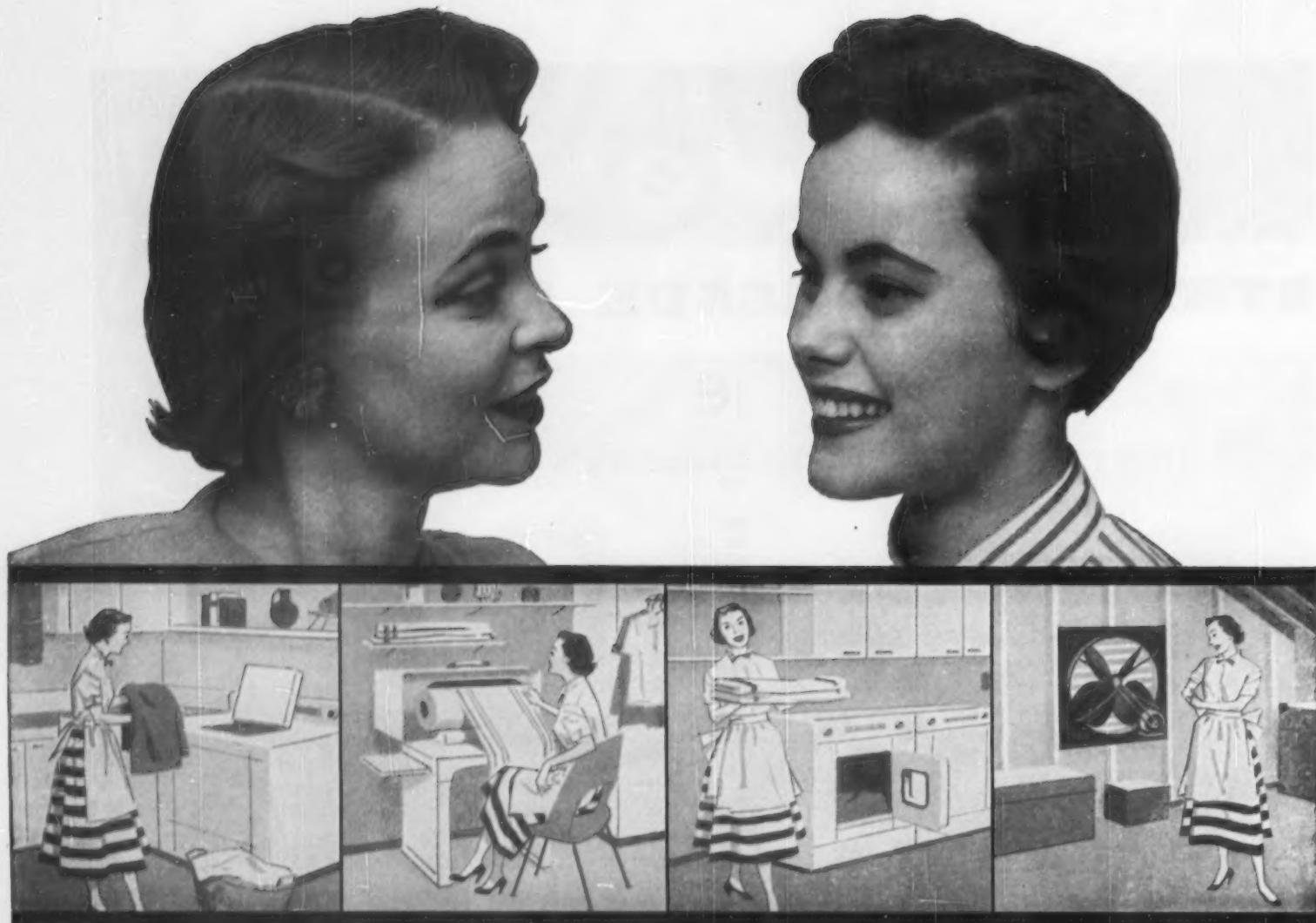


A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N.Y.

alone

will

cover the market **alone**



One Satisfied Customer tells another...

But so does a *dissatisfied* customer! Then what? Best thing is to be certain in advance that all your customers will be *satisfied* customers. A sure way to do that is to standardize on Packard Electric motors for your appliances.

Packard fractional horsepower electric motors have been satisfying users for over 38 years . . . and satisfying manufacturers, too. They're good motors . . . they perform their jobs long and well. They deliver the kind of dependable, "we-never-think-about-the-motor" performance that builds increasingly greater customer acceptance for the products they power.



Packard
REG. U.S. PAT. OFF.
MADE IN U.S.A.

Packard Electric Division,
General Motors,
Warren, Ohio

TRADE REPORT



R. P. HARRISON

News Editor

Christmas News

The Year Is One Of the Best Ever

IN the appliance industry's stocking is a very merry year.

Excellent Christmas sales are expected to cap off an already abundant 1955. Distributor estimates of the Christmas season last month ranged from "equal to last year" to "way, way ahead of 1954." No one was predicting a drop from 1954 levels, and an overwhelming majority anticipated gains.

A housewares distributor said, "Christmas will be very, very good—well ahead of last year." On the other hand, there'll be no shortages, he said. Another housewares jobber noted that there was a dip in October, but that by early November retail sales seemed to be picking up steam for a record Christmas drive.

Some major appliance distributors also said that early November was quiet, but by the second week of the month, sales were moving at a good clip and one wholesale executive said, "Christmas sales will be better than either 1950 or 1953."

Others weren't that optimistic about toppling the '50 and '53 records, but they thought 1955 would easily match 1954. Commented one distributor, "If people aren't doing good business this year, there's something wrong with

them." Other distributors echoed his view.

Ahead By One-Fourth. An examination of appliance production for the first nine months reveals that 1955 will be one of the "big three" postwar years—if not the biggest. Total unit production, 1954 vs 1955, was up 24.05 percent on eight key appliances—ranges, refrigerators, freezers, vacuum cleaners, television, automatic washers, dryers and dishwashers.

Individual increases read: ranges, up 16.14 percent; refrigerators, up 17.65 percent; freezers, up 8.34 percent; vacuum cleaners, up 23.18 percent; television, up 21.7 percent; automatic washers, up 33.8 percent; dryers, up 72.14 percent; and dishwashers, up 50.65 percent.

The biggest percentage gains, of course, were in the low saturation appliances. AHLMA reports that in the first nine months, dryer production was 898,529 units—a whopping 318 percent above 1950. Dishwashers also took a healthy jump from 141,066 in 1954 to 212,500 during 1955.

While the percentage jump on dryers and dishwashers looks impressive, their actual unit increases are dwarfed by an item like television; unit TV

production in the first nine months was more than one million sets ahead of the same period in 1954.

The nine months' comparison also reveals that refrigerator production jumped from 2,728,641 in 1954 to 3,210,337 in 1955. Vacuum cleaners increased from 1,940,035 to 2,389,642. And automatic washers climbed from 1,695,790 to 2,269,024. The increase on each of these three appliances was around a half million units.

Compared to '50, '53. During the nine months of production, every one of the eight, with the exception of freezers, topped 1953 output. Matched with 1950 volume, four out of seven appliances were ahead this year.

Television was up 14.56 percent from 1950. Washers were up 98.63 percent and freezers were up 22.99 percent.

Nine months production figures aren't available for all appliances but obviously most of them had a good year. Air conditioners, for instance, sold 1.3 million up to August 31, according to the ARI. That represents a 30 percent increase from 1954 sales, the institute said.

Housewares also seem to be enjoying good sales. Nine months produc-

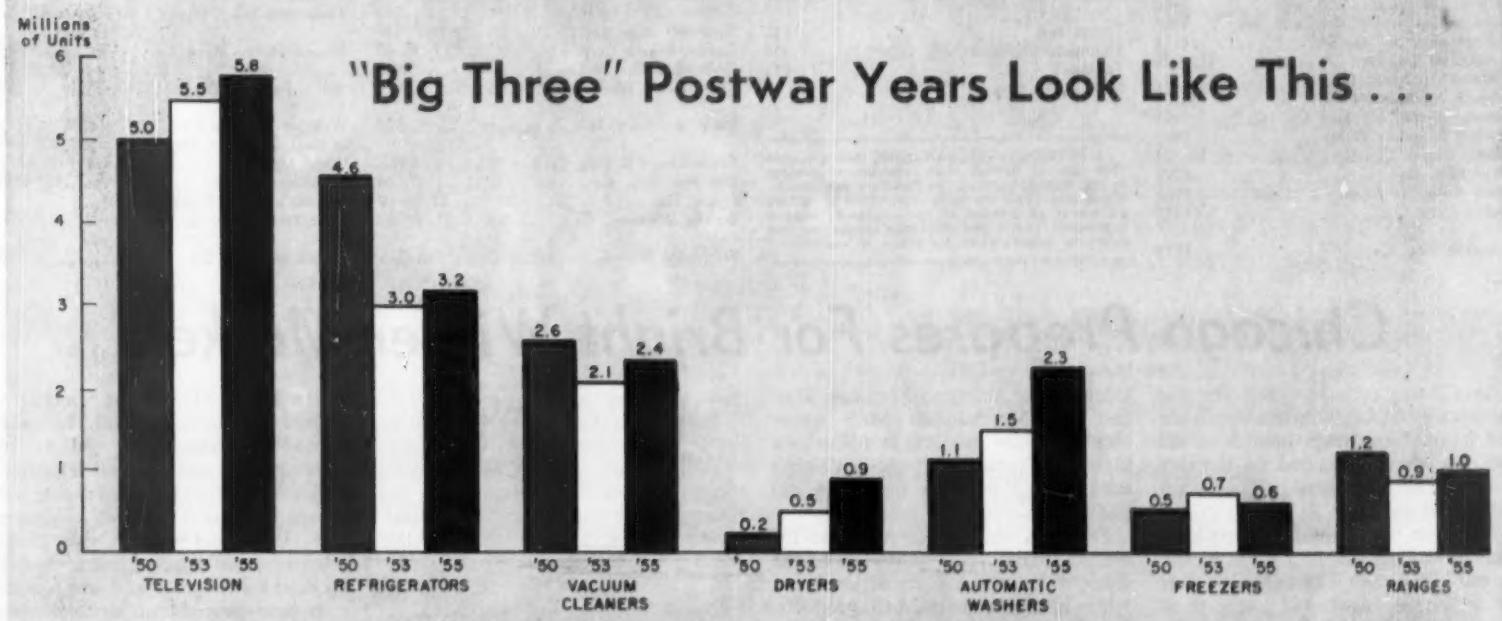
tion shows: steam irons are up 27.7 percent, toasters up 13.68 percent; bed coverings up 37.21 percent; coffee makers off 4.7 percent.

Fewer Failures. The record 1955 production is apparently being moved at the retail level. Most distributors report no overstocks and at least one indicator points to a healthy dealer population. Dun and Bradstreet reports that the number of dealer failures dropped during the first ten months of 1955 by 26.67 percent.

In the first ten months of 1954, 399 appliance retailers failed, leaving debts. In the same period of 1955, 293 dealers folded.

Also operating in favor of better profits is the trend towards quality buying. Several industry sources have commented on it this season. For several manufacturers the top of the line is moving better than the low-priced models.

What's Ahead. Looking past Christmas, several distributors saw the usual early year doldrums but no more than the normal seasonal slump. It should be no more than a breather—a good chance for dealers to savor the happy 1955 totals they find in their Christmas stockings.



FIRST NINE MONTHS' PRODUCTION. SOURCES: TV-RETMA, VACUUM CLEANERS—VCMA, WASHERS AND DRYERS—AHLMA, OTHERS—NEMA.

Partial List of Market Exhibitors*

Hobart Mfg. Co.	1180	Tracy Kitchens, Edgewater Steel Co.	1142	Gibson Refrigerator Corp.	525
Hoover Company, The	1417	Tropic-Aire, Subsidiary of		Gray & Dudley Co.	W 1/2 503
Hotpoint Co.	1120	McGraw Electric Co.	1467		
Illinois Electrical Porcelain Co.	1467	Waste King Pulverizer	1197	Hallcrafters Co.	5448
Johnson, S. C. & Sons Inc.	1477	Westinghouse Electric Corp.		Hardesty-Quittner Co.	17/106-107
Kindt Products	1177	Regional Offices	262	Hardwick Stove Co.	1530-31
Kitchen Aid Home Dishwasher Div., The		Westinghouse Electric Corp.		Hoffman Radio Div.	
Hobart Mfg. Co.	1145	Major Appliances	11-122	Hoffman Electronics Corp.	5428
Knapp-Monarch Co.	1483	Whirlpool-Seeger, Inc.	11-112	Homak Mfg. Co. Inc.	17/52-53
Landers, Frary & Clark	1479	Youngstown Kitchens by Mullins	1119	Inca Metal Products Corp.	17/W
Lasko Metal Prod.	14-119	Zenith Radio Corp.	1157-8-9	Ironrite, Inc.	5118
Lindemann, A. J. & Heverson Co.	11-104			Kamkap, Inc.	17/64
Lonergan Mfg. Co. Div. of McGraw				King Refrigerator Corp.	5128
Electric Co.	1467			Landers, Frary & Clark	17/112-113
Magic Chef Inc.	1166			Lewyt Corp.	536B
Magnavox Co.	1126			Logan Co.	17/1
Manning-Bowman, Div. of McGraw				Lonergan Mfg. Co.	520
Electric Co.	1467			Lonergan Co., Vincent J.	2351
Marlum Mfg. Co.	14-104			Magic Chef Inc.	517
Martin Co., The	14-104			Maine Mfg.	124-25
Maytag Co., The	11-105			Manitowoc Equipment Works, Div.	
McGraw Electric Co.	1474-74A			The Manitowoc Co. Inc.	W 1/2 504
Toastmaster Products Div.				Marshallan Mfg. Co., The	17/54
Meier Electric & Machine Co.	1487			Martin Stamping & Stove Co.	547B
Metal Ware Corp., The	1411-A			Marvel Metal Products Co.	17/88-89-90
Modern Age Industries	1492			Monarch Washer Div.,	
Monitor Equipment Co.	1123-A			Central Rubber & Steel Corp.	516B
Motor Products Corp., Deepfreeze Ap-				National Silver Co.	17/56A
pliance Div.	1469			O'Keefe & Merritt Co.	514B
Motorola, Inc.	1170-73			Palley Mfg. Co.	17/84-85
Mullins Mfg. Corp.	1119			Philco Corp.	127
Murray Corp. of America, Easy Wash-				Phillips & Buttoff Mfg. Co.	536-37A
ing Div.	1168-69			Pillich Co.	547B
Mutschler Brothers Co.	1144			Premier Stove Co.	513B
Nesco, Inc.	1468			Queen Stove Works	17/75-77
Noma Lites, Inc.	1472			Quicfrez, Inc.	538A
Norge Division, Borg-Warner Corp.	234			Quincy Stove Mfg. Co.	17/94-95
Northern Electric Co.	11-114			R C A Victor Div., Radio Corp. of	
Nye, Walter & Co., The	1492			America	539-540A
Paragon Electric Co.	1452			Revco, Inc.	510B
Peerless Mfg. Corp.	1177			Robbins Products	17/55-56
Perfection Stove Co.	1174			Roper Corp., Geo. D.	529
Freeway, Inc.	1198			Ryder-Elliott, Inc.	17/105-106A
Quaker Mfg. Co.	1147			Schaefer, Inc.	17/46-47
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Div.	11-116-117			Skoft Metal Products Inc.	17/102-103
Rival Mfg. Co.	1454-A			Sparton Radio-Television Div.	
Sessions Clock Co., The	1409			Sparks-Withington Co.	509B
Shearer Electric Mfg. Co.	1476			Starbrand Sales Corp.	17/118-119
Son-Chief Appliances	1466			Stiglitz Corp. Inc., The	17/60-61-62
Steam-O-Matic Corp., The	1492			Sub Zero Freezer Co.	E 1/2 537B
Speed Queen Corp.	1197-97A			Sunray Stove Co.	541-42A
Steinmetz & Kelly	1422			Sutton, O. A. Corp.,	
Superior Electric Products Corp.	1487			The Vornadofan Div.	535B
Swartzbaugh, Ted & Assoc.	14-101			Tappan Stove Co.	513-15A
Swing-A-Way Mfg. Co.	14-101			Tennessee Stove Works	E 1/2 504
Temco Inc.	1110			United States Stove Co.	17/57
Thermador Electrical Mfg. Co. Inc.	11-104			Victor Products Corp.	546B
Toastwell Co.	11-114			Webster-Chicago Corp.	17/M
				Welsbit Stove Co. Inc.	501-502-543B
				Welsh Mfg. Co.	17/62
				Wilsire Mfg. Co.	17/44-45
				Woman's Friend Washer Div. of	
				Central Rubber & Steel Corp.	511A
				Zenith Machine Co.	503

* ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Marts and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.

MERCHANDISE MART

Admiral Corp.	1191-96
Altorfer Bros Co.	1146
Aluminum Goods Mfg. Co.	1129
Aluminum Specialty Co.	1473B&C
Amana Refrigeration Inc.	1127-8
American Motors, Nash-Kelvinator Div.	1124-25
American Central Div. - Avco Mfg. Corp.	1155
American Electric Heater	1505-A
Apex Electrical Mfg. Co.	1160-61
Atlas Tool & Mfg. Co.	1199
Avco Mfg. Corp., American Central Div.	1155
Avco Mfg. Corp., Crosley Div.	1132
Bellvue-Stratford Television	1123-A
Bendix Div., Avco Mfg. Co.	1132
Barsted Mfg.-Div. of McGraw Electric Co.	1467
Bremmer Mfg. Co.	1178-79
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Comfield Mfg. Co.	14-102
Capehart-Farnsworth Corp.	1118
Carrier Corp.	841
Coleman Co. Inc., The	11-115
Crosley Div., Avco Mfg. Corp.	1132
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Deepfreeze Appliance Div.-Motor Products Corp.	1469
Dearing Air Conditioning Co.	1155
Dominion Electric Mfg. Corp.	1422
Dormeyer Corp.	14-103
Dortch Stove Works Inc., The	1111
Easy Washing Div., Murray Corp. of America	1168-69
Economics Laboratory Inc.	1177
Edgewater Steel Co.	1142
Electric Steam Radiator Corp.	1479
Electro-Nuclear Devices, Inc.	14-121
Farberware Co.	1419-A
General Air Conditioning Corp.	1108
General Chef Co.	1108
General Electric Co., Air Cond. Div.	1188
Electronics & Tube Div.	1123
Hotpoint Co. Div.	1120-21
Major Appliance Div.	1117
Small Appliance Div.	11-102
General Slicing Machine Co. Inc.	1492
Geuder, Paschke & Fry.	1492
Gilbert Co., A. C.	14-104
Given Mfg. Co.	1197
Globe American Corp.	1162
Gilelite Corp.	1472
Hamilton Mfg. Co.	1175



FURNITURE MART

Acme-National Refrigerator Co.	E 1/2 538B
American TV & Radio Co.	17/K
Arvin Industries	522,533-348
Athens Stove Works	624
Atlanta Stove Works	17/100-101
Auto Stove Works	546A
Automatic Washer Co.	508B
Barker Metal Products	17/0
Barton Corporation	549A
Bendix Radio Div. - Bendix Aviation Corp.	545D
Ben Hur Mfg. Co.	540B
Birmingham Stove Works	17/63
Birtman Electric Co.	17/35-36
Blackstone Corp.	544A
Boston Stove Foundry Co.	537B
Brown Stove Works	549A
Caloric Appliance Corp.	519
Clements Mfg. Co.	531
Conlon-Moore Corp.	17/46-47
Cribben & Sexton Co.	535A
Crown Stove Works	541B
Dixie Products Inc.	524
Eagle Range & Mfg. Co.	547A
Elm-Jay Mfg. Co.	17/34
Erlich, Lou	17/96-97
Eureka-Williams Co.	17/86-87
Frigidaire Div.-Gen'l Motors Corp.	508-09A
Zenith Machine Co.	503

Chicago Prepares For Bright Winter Markets

As Chicago readies itself for the twice-yearly onslaught when appliance and home furnishings men from all over the country descend on the city in avalanches, business prospects are bright and exciting.

This year, the Winter Markets have been moved up nearly a week in the timetable (January 9 through 20) thus giving buyers time to catch their breaths after the holidays. Thousands of retailers will tramp the miles of cor-

ridors in the American Furniture Mart and the Merchandise Mart where they'll see new products and hear new ideas to help them roll up even bigger sales records in 1956 than they did this year.

Prices on white goods and radio-TV are expected to rise somewhat as the result of increased costs of steel and other raw or semi-finished products. Furniture, too, will probably cost a little more next year, but not more than

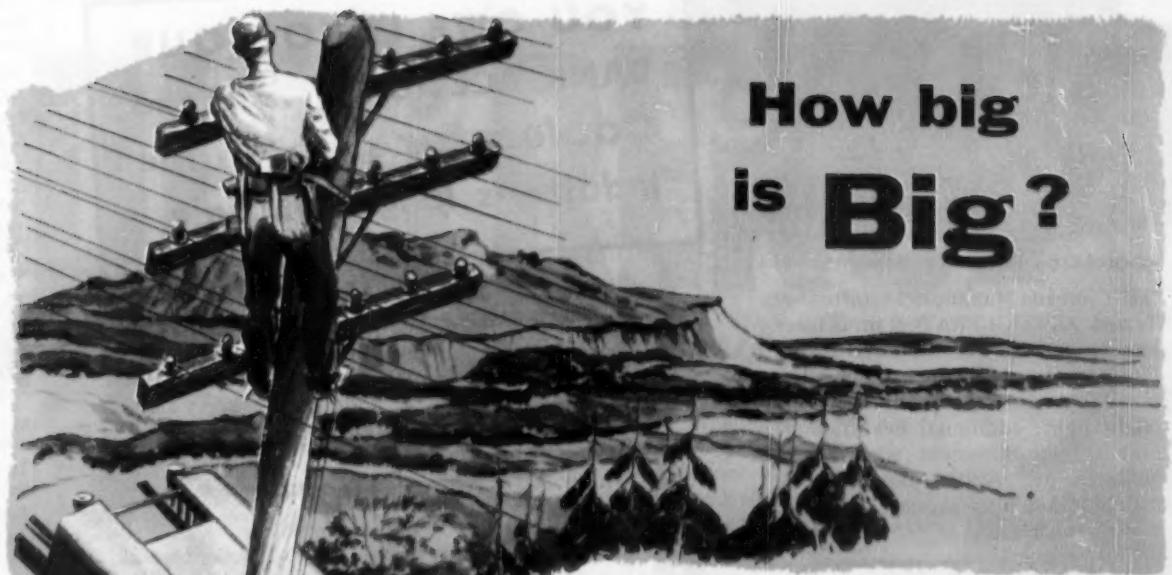
two to three percent above 1955.

Both marts plan extra attractions to entice buyers attendance. At the Merchandise Mart, NBC's "Home" televisions show will be on hand for the opening day with popular Arlene Francis to describe the exhibits. On the second day, January 10, Miss Francis and company will stage their show from the American Furniture Mart.

In space 1107 of the Merchandise Mart, a display of atomic energy equip-

ment shown at the conference in Geneva, Switzerland will be augmented by additional exhibits by Westinghouse and General Electric.

Merchandise Mart new tenants will include Admiral Corp., Altorfer Bros., Whirlpool-Seeger Corp., Nash-Kelvinator and Speed Queen. Amana has doubled its space and some other firms have moved into new quarters including Globe-American, Mutschler Bros., Hobart, General Electric Air



How big is Big?

A.T. & T. Company...

is the world's largest telephone utility, with 43.3 million phones* or 81.6% of the US total... But not even the giant size of AT&T suggests the indispensable services of the company to our present day life.

Big figures do not always tell a full story. Some very good goods still come in small packages... Consider, for instance, **SUCCESSFUL FARMING**. With only 1,300,000 circulation, this one magazine includes 42% of all US farms earning \$10,000 or more.

SUCCESSFUL FARMING is a big medium because its market is big! SF subscribers raise 53% of all corn harvested for grain, 57% of the hogs, 38% of the cattle and calves, 44% of the dairy products... Big production gives SF farmers big cash incomes—average around \$10,000 for some years past, add up to an \$11 billion market.

Because **SUCCESSFUL FARMING** for fifty years has helped best farmers earn more, live better, it means more to its market than any other medium... To find important new buying power, and to balance national schedules, there is no substitute for **SUCCESSFUL FARMING**.

Get the full story from any SF office.

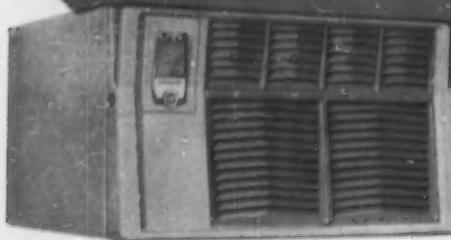
*Source: Standard & Poor's Industry Surveys, 1955



FROM McGRAW ELECTRIC... THE NEW 1956

Coolerator

room air conditioners and window fans



COOLERATOR ROOM AIR CONDITIONERS

"MPT" means Maximum Performance Tested. All COOLERATOR units meet exacting tests for all conditions. Flush or adjustable mounting—Sales-clinching, exclusive features include: Night light; additional health filter; highest air movement with lowest noise factor; positive, no-draft control; simplest filter access, $\frac{3}{4}$ H.P. to 2 H.P. capacities.



Coolerator Window Fans move more air
Exclusive, one-piece blade with rubber hub provides permanent balance and whisper-quiet operation. Split-capacitor motor wears longer—saves up to $\frac{1}{2}$ on current consumption. Features include automatic, thermostatic control; fingerproof and vibration-free grills; push-button controls; reversible direction of flow—styled in fiesta tan and autumn brown.

Coolerator

First Name in Home Comfort Appliances

- ROOM AIR CONDITIONERS • WINDOW FANS
- DEHUMIDIFIERS
- CENTRAL HEATING AND AIR CONDITIONING UNITS

McGraw Electric Company
Lonegan Manufacturing Division—Albion, Mich.
Please send me complete literature on the New 1956 Coolerator Line.

Name _____

Company _____

Address _____

City _____

State _____

**YOU OWE IT TO YOUR
BANK ACCOUNT... Get the
Coolerator story on the
industry's longest margin**

Look at these:

HIGHER DEALER PROFIT

Our new air conditioner line price structure puts real profit back into the business—still leaves room for aggressive promotion. Don't worry along with "break even" margins when our liberal, direct-to-you pricing can put attractive profits within easy reach.

TOP QUALITY — TOP FEATURE LINE

Sound engineering, over 5 years' experience and careful testing of every unit make COOLERATOR a line you can sell with confidence. New, advanced styling and many exclusive sales features (see column at left) quickly change shoppers into buyers.

COOLERATOR IS A COMPLETE LINE

Five beautiful models— $\frac{3}{4}$ H.P. through 2 H.P.—in the Room Air Conditioner Group—ready to fill every demand in this class. In our Window Fan family are four trim models with advanced styling and convenience features they'll like—20" to 24".

**A FULLY WARRANTED LINE WITH AN
OUTSTANDING SERVICE SYSTEM**

COOLERATOR Room Air Conditioners are serviced at 17 factory service system stations across the U. S. This 48-hour Service System means continuing customer satisfaction as well as unmatched convenience for dealers everywhere.



BE READY FOR YOUR BIG SUMMER SELLING SEASON

Write direct for the full Coolerator story now! Be sure to visit our exhibits at the Furniture and Housewares Shows in January.

WATCH FOR THE NEW COOLERATOR DEHUMIDIFIER

Conditioning and Clock & Timer Divisions.

As in past years, free busses will be provided for the trip between the two marts for the first week of the markets. The busses run from 8 A.M. to 10 P.M. at 20 minute intervals, with stops at popular loop hotels.

The hotel situation is no better than usual. Rooms are at a premium and the major downtown hosteries already are referring guests to smaller, more remote hotels.

New products are rumored to be numerous but the manufacturers guard their secrets well. One major appliance maker will probably show a new line of colored merchandise designed to tickle many of the problems dealers now face when selling color. Some new built-ins, too, will appear; their chief features are ease of installation and added versatility that eliminates some of the major remodeling problems.

The National Appliance, Radio-TV Dealers Assn., expects a record turnout of dealers at both the markets and the NARDA annual convention January 15, 16 and 17. On Sunday, January 15, NARDA will conduct a morning session featuring Don Gabbert (Let's Look At Ourselves) with a talk on "How Well Do You Handle People?", and Morris I. Pickus, President, Personnel Associates, "How To Find And Hire Profitmaking And Productive Salesmen." In the afternoon, George Johnston will chairman "Let's Look At Business" with special emphasis on handling trade-ins. Dick Snyder will review the NARDA cost-of-doing-business survey and Bob Justice will speak on "Profitable Promotions."

Frank Whiting, vice president the American Furniture Mart says, "When final sales are compiled, 1955 will go down as the most profitable year in the history of the home furnishings industry."

Whiting revealed that the new furniture will have a thinner, lighter look—lean lines designed for greater comfort. The new models are less expensive to produce than the heavier, traditional pieces, and will help offset price rises due to higher cost of labor, lumber and other products.

New Dealer Books

A new book on lighting—"How To Decorate and Light Your Home"—has just been published. Authors are C. Eugene Stephenson, past president of the American Institute of Decorators, and Eugene W. Commyer, of General Electric's electric lamp division.

The 256-page book explores the whole area of home decorating and of significance to the appliance dealer—the importance of lighting to the problem of home decor.

The book is published by Coward-McCann and sells for \$6.75.

Other New Books. Two other new books that may be of interest to appliance dealers are "How To Run A Small Business" by J. K. Lasser and "Repairing Record Changers" by E. Eugene Ecklund.

Lasser's book sells for \$4.95; Ecklund's costs \$5.95. Both are published by McGraw-Hill Book Co.

THE BIG DIFFERENCE IN TV

The AMHERST
(Model 3T216MD)

Capehart Polaroid® Picture Filter System. Super Comet Chassis with 21-inch aluminized tube. Front mounted speaker.



The BOSTONIAN
(Model 6T216MD)

Capehart Polaroid® Picture Filter System. Super Comet Chassis with 21-inch aluminized tube. "Speaking Picture."

EXCLUSIVE . . .

the Capehart Polaroid® Picture Filter System eliminates eye-straining glare and reflections as no ordinary tinted glass possibly can. The difference is a sharp, crisp picture that demonstrates magnificently, sells on sight! No doubt about it . . . it's the most *profitable* improvement in TV this year. Sell it and see.

Feature the **BIG DIFFERENCE**
by CAPEHART

CAPEHART-FARNSWORTH COMPANY

Fort Wayne 1, Indiana

A Division of International Telephones and Telegraph Corporation

is here!



**Sell 'n' Sail
with Capehart**

On a Gala 9-Day Cruise to Jamaica and Nassau on the luxurious Furness Liner OCEAN MONARCH sailing from New York, January 13, 1956.

For full details see your Capehart distributor or write
Capehart-Farnsworth Company, Fort Wayne 1, Indiana.

CAPEHART-POLAROID®
Picture Filter System makes the
BIG DIFFERENCE
IN TV PROFITS!



Motor Rebuilder and Distributor Praises KLIXON Protectors

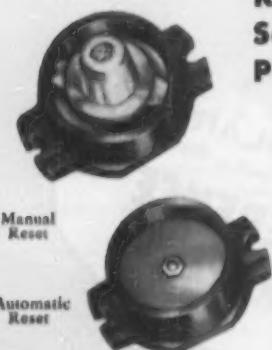
ST. LOUIS, MO.: Mr. James C. Adams of Quality Electric, Inc., a leading St. Louis motor shop, likes Klixon Protectors for the complete protection they provide. He states —

"It is a pleasure to say that Klixon Protectors give complete protection against burnouts, and we feel that they should be used in many applications that do not have them today."

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC"



KLIXON

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2312 FOREST STREET, ATTLEBORO, MASS.

Good Sales Shown

Appliance sales continued to show strong gains over 1954 in the third quarter. Among the firms reporting on sales were the following:

Kelvinator. Factory sales for the fiscal year ending Sept. 30 were 37 percent greater than the previous year, according to Walter Jeffrey, vice president in charge of sales. Laundry equipment lead all products with a 58 percent gain over 1954. Refrigerators, accounting for the largest unit volume, were up 41 percent and ranges were up 39 percent.

Norge. Nine months sales were 82 percent ahead of the same period last year. The record was "substantially ahead of all 1954 and more than double the \$43,000,000 volume of 1953," according to Judson S. Sayre, president. October, the tenth month, also was up—some 48 percent over last year.

Bendix. Laundry equipment shipments were the highest in more than two years during September. F. E. Howell, vice president of sales and distribution for Crosley and Bendix, said that 1955 sales of both dryers and combination washer-dryers are running 50 percent ahead of 1954.

Fedders-Quigan. President Salvatore Giordano said the company sold more room air conditioners this year than ever before. He made the announcement at a meeting of more than 400 Fedders dealers who were vacationing in Jamaica. Over a six-week period, Fedders played host to some 2,500 dealers on week-long expense-paid vacations in the British West Indies.

Webster Electric Co. In the first nine months, sales were 20 percent higher than during the same period last year. Executive vice president David J. Munroe said the sales rise was continuing and should make 1955 the biggest year in the history of the company.

Olympic Radio & Television. Units sales of television for the first ten months of 1955 were 48 percent greater than in 1954. Herbert Kabat, vice president in charge of sales, said radio and radio-phonographs were 126 percent ahead of the comparable ten month period of 1954. He added that November production plans called for a 50 percent increase over October.

Lewyt. Sales reached an all-time high for the months of August, September, and October, according to Walter J. Daily, vice president. Sales were running 45.7 percent ahead of last year, he said.

Arvin Industries. September was the company's third best month in history for the sale of electric space heaters. R. H. Williams, sales director of the appliance division, said that each month in 1955 eclipsed last year's sales "by a substantial margin."

Roto-Broil. This year's sales will total \$20,000,000, a 30 percent increase over last year, according to the estimates of sales vice president Arthur O. Bregstein. He said the company now has a backlog of four and a half million dollars in orders. The firm is producing close to 5,000 units a day.

Scheduled Meetings

WINTER MARKETS

Chicago, Ill.
January 9-20

NATIONAL APPLIANCE-RADIO-TV DEALERS ASSN.

Annual Convention
Conrad Hilton Hotel
Chicago, Ill.
January 15-17

HOUSEWARES SHOW

Navy Pier, Chicago, Ill.
January 19-26

NATIONAL ASSN. OF HOME BUILDERS

Conrad Hilton Hotel
Chicago, Ill.
January 22-26

LOS ANGELES WINTER MARKET

Furniture Mart
Los Angeles, Calif.
January 30-February 3

WESTERN WINTER RADIO-TV & APPLIANCE MARKET

Western Merchandise Mart
San Francisco, Calif.
February 6-10

12TH ANNUAL NATIONAL ADEQUATE WIRING CONFERENCE

LaSalle Hotel
Chicago, Ill.
February 23-24

NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

Edgewater Beach Hotel
Chicago, Ill.
March 12-16

New Color TV Push

New York, Chicago and Los Angeles will probably become the front-line outposts in the industry's battle to sell color television.

NBC has announced a \$12,000,000 plan to expand color facilities by the fall of 1956. Of this amount, \$1,250,000 will be spent on NBC-owned WNBQ in Chicago to completely convert that station to color. By April 15, all local programs—some 10 hours daily—will be in color.

On the heels of the NBC announcement, Chicago retailer Sol Polk announced an order for 500 color sets from RCA. The local distributor estimated that 150 could be delivered immediately; all of the order will be filled by Christmas.

Meanwhile, RCA board chairman David Sarnoff revealed for the first time a sales figure on RCA color sets. Said Sarnoff, "We are selling sets at the rate of about 1000 a week—and these are actual installations in customer's homes." He estimates next year will see color set sales total "more than a couple hundred thousand."

In other color developments:

—Motorola's Paul Galvin predicted sales would be 50,000 in 1955 and 300,000 next year; price tags will work down to the \$600-\$900 range in 1956.

—Westinghouse announced a \$1,000,000 program to implement production of its all-glass color tube. The unit should be ready for commercial production early in 1956, officials said.

\$495 SETS YOU UP IN AMERICA'S HOTTEST BUSINESS!



The \$495 you put into a Youngstown Kitchens color display is all you need to start cashing in on the kitchen boom . . .

and it will really pay off . . .

Get in this fast-moving business now. You'll make big money . . . and keep it!

GET INTO THE BUSINESS NOW . . . YOU CAN'T AFFORD NOT TO!

★ Small Investment . . . Big Return!

\$495 gets you all you need—a compact, attractive Youngstown Kitchens display, including actual units in color. It puts you in business selling the leading line to America's fastest growing market. Saturation: *only 12%*!

★ No Big Inventories... Immediate Delivery!

You can sell anything in the catalog, and deliver it the next day. 91 completely stocked warehouses give immediate delivery on any standard Youngstown Kitchens unit . . . in color or white!

★ Fastest Selling Line . . . Full Profit!

The best known name in the business means *big* volume for you. And you make full profit on every sale . . . with no trade-ins, repossessions, or service headaches!

★ Most Complete Line... Color at No Extra Cost!

You sell the industry's widest selection of steel units—everything a customer could want. They won't warp, rot, swell, splinter, or absorb odors. And you offer Dawn Yellow, Meridian Blue, or Sunset Copper at the same price as Star White!

★ Powerhouse Advertising and Merchandising

Full-color ads in LIFE, POST, and other big magazines. 100%-complete merchandising package, with every selling aid you could want. There's nothing like it anywhere!

**—Cash in with the leader . . .
dealerships still open!**



MULLINS MANUFACTURING CORPORATION • WARREN, OHIO
World's Largest Makers of Steel Kitchens

SEE OUR COMPLETE-LINE KITCHEN DISPLAYS! In Chicago: Room 1119, Merchandise Mart; in San Francisco: Suite 180, Merchandise Mart. And at your Youngstown Kitchens Distributor's.

Cabinets of steel for lasting appeal

Director of Marketing
Youngstown Kitchens, Dept. EM-1288
Warren, Ohio

Please have your distributor representative call—no obligation.
 Please send me copies of your new full-color Cabinet Sink Book and Specifications Book.

NAME (Please print)

FIRM

ADDRESS

CITY COUNTY STATE



AIMING TOWARD a better laundry equipment industry, more than 500 home economists and teachers from all over the nation convened in San Francisco last month as guests of the American Home Laundry Mfgs. Assoc. at its 9th conference. Speaking is Dr. Elaine Knowles Weaver, conference moderator.



AHLMA Teaches 500 . . .

. . . "This Is the Way We Launder"

PREMIUM on an insurance policy for the American Home Laundry Manufacturers' Association's billion-dollar-a-year business was issued in San Francisco last month when AHLMA devoted its 9th Annual Home Laundry Conference to the training of more than 500 home economists, teachers and home service personnel in the latest techniques of using and understanding modern washing, drying and ironing equipment. From every section of the nation, the 29 manufacturer members of AHLMA drew their guests to the city by the Golden Gate for a one and a half day conference that concentrated the industry's top talent in a program designed to equip the guests with the knowledge that would enable them to instruct and guide the

public in efficient use of the home laundry equipment that, in the words of AHLMA president W. Homer Reeves, is bringing ". . . automation to the home."

As a non-commercial, non-competitive effort of the manufacturers of home laundry equipment, the conferences jam-packed into three half-day sessions the latest thinking of 14 industry specialists and guests who served as speakers on a program smoothly coordinated to the progressive themes "This is the Way We Wash our Clothes . . . Dry Our Clothes . . . Iron Our Clothes . . . Wear Our Clothes."

Foundation of Good Laundering. Recognition that laundry equipment too often is blamed by the home-maker for unsatisfactory results that

are truly the problems of fabrics, soap and water, keyed the opening sessions of the AHLMA conference. Expert knowledge on these problems was conveyed to the home economists, teachers and home service personnel from these speakers: Julia Kiene, formerly of Westinghouse and now an industry consultant, who discussed "Choosing Textiles to Make Laundering Easier"; John Wood of Calgon, Inc.; and Dr. Esther McCabe of Colgate-Palmolive Co.

The 9th Annual AHLMA conference was opened by R. H. Halvorsen of Hamilton Mfg. Co., chairman of the conference planning committee, who introduced W. Homer Reeves of Easy Washing Machine and president of AHLMA who presided at this, the largest conference ever held by the association. Dr. Elaine Knowles Weaver of Ohio State Univ. served as moderator of all three sessions.

". . . We Wash Our Clothes." The appliance that pioneered the home laundry and started the industry towards its first billion-dollar a year volume, the automatic washer, received attention from these experts: Roy A. Bradt, vice president of Maytag and director of AHLMA; Verna Miller, Frigidaire; Helen Kirtland, Hotpoint. Included at this session was a special report from Dr. Florence Ehrenkranz, professor of household equipment at Iowa State Univ. on ". . . the Use of Radioactive Material in Home Laundry Research".

At luncheon on the first day of the conference, Elisha Gray, president of Whirlpool-Seeger and first vice president of AHLMA, presided. He introduced Dr. Lillian M. Gilbreth, internationally famous management

consultant in professional life and known to the public as the mother in "Cheaper by the Dozen". Dr. Gilbreth spoke on "Management Efficiency in the Home Laundry".

". . . We Dry Our Clothes." The appliance receiving the most sensational rise in public acceptance, the automatic clothes dryer, was covered by two well-known industry figures: John Christensen, formerly of Hamilton and now appliance manager of Montgomery Ward & Co., and Helen Tangen, Hamilton Mfg. Co.

". . . We Iron Our Clothes." The struggling little brother of the home laundry business, the automatic ironing machine, received special attention from these speakers: R. M. Gottlieb, vice president of Ironite Inc., R. E. McDonald of Speed Queen Corp., Reg P. James of Speed Queen, Kay Hillyard of "Sunset Magazine".

The conference sessions closed with the moderator, Dr. Elaine Knowles Weaver, applying the basic theme to practical use of the guests in a talk on "This is the way we teach home laundering".

Chicago in '56. The tenth annual home laundry conference of AHLMA was announced for the Conrad Hilton Hotel in Chicago in the Fall of 1956. The San Francisco meeting was under the direction of the planning committee chairman by R. H. Halvorsen, Hamilton Mfg. Co., with Verna L. Miller, Frigidaire, Helen N. Tangen, Hamilton Mfg. Co., Helen Kirtland, Hotpoint, E. J. Sorenson, Hotpoint, L. E. Clancy, Ironite, R. B. Meyers, Lovell Mfg. Co., Jack D. Lee, Westinghouse. AHLMA's executive director Guenther Baumgart and associate director Robert W. Balcom coordinated the activities.



IMPORTANCE OF HOME ECONOMISTS and teachers in making laundry equipment of practical value to the public is emphasized by W. Homer Reeves, president of AHLMA as he opens San Francisco conference.



GUESTS at Sunset Magazine party included AHLMA's assistant to the executive director, Bob Balcom, Ruth Bos, Successful Farming, Daphy Barnett, Household and Ann Anderson of Better Homes and Gardens.



SPECIAL EVENT for 50 guests of AHLMA in San Francisco was invitation to breakfast from The Cleanliness Bureau of the Assoc. of American Soap & Glycerine Producers. Presiding is Roy Peet, center, director of the assoc. Second from left is Ruth Goldberg, director of Cleanliness Bureau, seated between AHLMA's exec. director Guenther Baumgart and Roy Halvorsen.



CROSS SECTION of home laundry industry is evident at speakers' table, which shows, l. to r., Dave Hays, consultant to AHLMA; John Wood, Calgon, Inc.; Julia Kiene, consultant; Dr. Elaine Knowles Weaver, Ohio State Univ., convention moderator; and R. H. Halvorsen, Hamilton Mfg. Co., chairman of AHLMA.



GREATER FUTURE for the home laundry equipment industry is visualized by Elisha Gray, first vice president of AHLMA, as he presided over luncheon meeting which brought address on home laundry efficiency by Dr. Lillian M. Gilbreth, management consultant, left.



INFORMAL CONFERENCES were popular at AHLMA, San Francisco, with such groups as above: back to camera, Chester Worthington, Whirlpool-Seeger; left around luncheon table, Dave Hays, AHLMA; A. B. Murray, Maytag; Roy Bradt, vice president, Maytag and director of AHLMA; George Bryant, Compton Advt. Agency, New York.



PRODUCTION NUMBER closing San Francisco conference—a style show with 80 styles of washable clothes from 24 west coast manufacturers—was introduced by John M. Wicht, vice president, Blackstone. Show was narrated by Frances Alexander, left, of Crosley-Bendix, and directed by Marguerite Fenner, PG&E, center.

End

IN CANADA

Electrical Leaguers Study Sales

THE electric leagues of the U. S. and Canada gathered in Toronto recently for a careful self-appraisal of their sales efforts.

The conclusion: sales can be strengthened by 1) tighter liaison with dealers and distributors, 2) stronger promotional attacks, and 3) an all-out war on wiring problems.

The Dealer Speaks. Presenting the dealer's case, NARDA president H. B. Price, Jr. said, "The first thing that dealers expect from their electric league is respect." He urged the leaguers to give the dealer the recognition and importance he deserves.

"Don't set yourself up as an expert in the appliance business," Price warned. "I know you will see some dealers who to you appear to run their businesses like jack rabbits. There will be a temptation to criticize. But be careful, it can boomerang."

Price urged the league members to "understand that the dealer's is a difficult job. He must learn many new products, new ways to do business against types of competition that didn't exist some years back. If he doesn't do the job of promoting adequate wiring that you and I and NARDA feel he should, learn to be

patient with him. He will be doing it in time.

"The load his new appliances require is growing constantly as their number increases. Eventually he'll be one of the strongest advocates of adequate wiring and, with his excellent consumer contacts, he'll be making perhaps the greatest strides of all toward its being in every home in America."

Speech Highlights. Other speakers reported to the convention on everything from adequate wiring campaigns to the future for color television.

—Arthur Hooper, executive director of the National Association of Electrical Distributors, emphasized sales training and cooperative promotional ventures as a way towards better distributor relations.

—Willard Johannsen, editor and publisher of Electrical Dealer, warned that the real competition is with other industries "not among ourselves." He also urged leagues to help organize sales training programs for dealers.

—G. Rogers Porter, of Woman's Home Companion, told the leaguers that women are doing more and more of the appliance buying. He suggested leagues help develop consumer confidence among the women. (Continued on pg. 112)



KEYNOTER COOK: The retiring president urged continued cooperation between the United States and Canada on electric power matters.



NEMA HOUSEWARES PLAQUE goes to the Bureau Of Home Appliances of San Diego County. J. Clark Chamberlain accepts the award for the bureau from Bruce Cooke.



NEW OFFICERS include, left to right, president Ed McGinnis, vice president Don Rosenthal, treasurer Glen Logan, and secretary John G. Waddell. Next year's convention will be held in Detroit, Oct. 3-6.



CHATTING BETWEEN SESSIONS are, left to right, E. H. Mowen, New Orleans, S. E. Strunk, Cleveland, J. C. Chamberlain, San Diego, J. S. McAleermott, Kansas City, and R. B. Hubbard, Rocky Mt. Electric League.

AN OUTSTANDING RECORD of service and achievement in the best interest of the Housewares Industry

The forthcoming Chicago 1956 National Housewares Manufacturers Exhibit will be the 24th national exhibit operated by the National Housewares Manufacturers Association in the past 18 years.

All NHMA exhibits have been operated by the Manufacturer for the Buyer at the greatest saving to the exhibitor made possible only by the NHMA non-profit plan of operation.

Today's NHMA exhibit is the national meeting place of the housewares industry. More than 9,000 buyers attend from all 48 states, Canada and abroad. They come from every conceivable type of wholesale and retail outlet to see the top management of more than 600 manufacturers and the greatest selection of housewares merchandise anywhere in the world under a single roof.

The NHMA will continue to present the type of high caliber exhibit in the kind of physical setting that is conducive to a "good show."

The NHMA's only goal has been—and will continue to be—to give the housewares industry the best possible exhibit at the lowest possible cost consistent with sound management.

24TH National Housewares Manufacturers Exhibit

JANUARY 19-26

(Exhibit not open Sunday, Jan. 22)

NAVY PIER plus Drill Hall, CHICAGO

**There is No Substitute
for the National
Housewares Exhibit**

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION • 1140 Merchandise Mart, Chicago 54, Illinois

DEALERS

ORDER DIRECT
from our FACTORY

OUTSELL COMPETITION

Factory - to - you prices. Increased profit. More sales. Complete factory service. Sales - helps, mats available.

- COMPLETE LINE OF MODERN HIGH QUALITY WRINGER WASHERS — A MODEL FOR EVERY BUDGET — POPULAR PRICES
- TWO FULLY AUTOMATIC WASHERS WITH MATCHING DRYERS

PHONE
WIRE or WRITE
TODAY

CALL KELLOGG 60

One Minute
WASHER COMPANY, KELLOGG, IOWA

—Richard Harmel, of Look, told leaguers to be alert for promotional opportunities and to tie in with the themes and materials provided by consumer magazines.

—Albert F. Metz, president of the National Electrical Manufacturers Association, urged the league managers to follow up the national advertising on adequate wiring with local stimulation.

—League managers John A. Morrison of Philadelphia and S. E. Strunk of Cleveland reported on the efforts of their respective leagues in promoting adequate wiring drives.

—W. F. Lovelace, residential sales manager for Los Angeles Department of Water & Power, said that if leaguers sold wiring, appliance sales would come automatically.

—Ricardo Muniz, of Canadian Westinghouse Co., Ltd., said color TV sales will hit a rate of one million sets per year by 1958 and five million per year after 1960.

—Lawrence Messick, National Lighting Bureau Manager, reported on progress of his group and urged leaguers to cooperate in the program to upgrade commercial lighting through certification and contractor education.

New Officers. IAEL elected the following new officers: E. J. McGinnis, Cincinnati Electrical Association, president; D. E. Rosenthal, St. Louis Electrical Board of Trade, vice president; G. L. Logan, Electric League of Los Angeles, treasurer; J. G. Waddell, Electric Institute, Inc., Boston, secretary.

Other members of the board of governors include W. M. Freudigman, Electric League of Rhode Island, C. C. Simpson, Electrical Association of Chicago, R. B. Hubbard, Rocky Mountain Electrical League, W. H. Johnson, Jr., Appliance Merchandisers Association, Phoenix, and J. F. Mowat, Electrical Service League of Ontario. Past president Herbert E. Cook serves as advisory member of the board.

Winner of the 1955 industry award for electrical housewares gift promotion was San Diego's Bureau of Home Appliances.

Next year's convention will be held in Detroit, Oct. 3-6.

RCA Victor Uses Moving Ad



A UNIQUE four page ad that does the work of six pages is examined by Joe Braun, left, vice president of Kenyon & Eckhardt, and Jack M. Williams, advertising and sales promotion manager of RCA Victor's television division. The ad will be used in December issues of "Colliers" and "Better Homes & Gardens."

Firms Expand

Several appliance manufacturers announced plans for expansion last month. Among the mushrooming firms are the following:

General Electric. An expansion of the radio and television department was announced by Herbert Riegelman, department general manager. A new 25,000 square foot single-story modern building will be ready by March 1.

Stromberg-Carlson. Work has begun on a \$5,000,000 expansion program. President Robert C. Tait said the plan will add more than a quarter million square feet to the firm's office, laboratory and manufacturing facilities. The factory section will be ready for occupancy in 1956 and the rest of the development will be completed in early 1957.

DuMont Laboratories. The west coast headquarters recently moved into new facilities. The new plant contains 30,000 square feet—approximately six times as much space as the old building, according to west coast manager Ralph B. Austrian.

Sylvania. Operations recently began in the firm's new 160,000 square foot incandescent lamp plant in St. Marys, Pa. Sylvania president Don G. Mitchell formally opened the new plant with atomic energy.

The Regina Corp. The company has purchased 12 acres of land in Rahway, N. J. for a new plant of approximately 100,000 square feet. The new building will be ready by the spring of 1957, according to Lannon F. Mead, president of the floor polisher and vacuum cleaner company.

Airtemp. The division of Chrysler Corp. has announced a \$2,000,000 expansion program. President C. E. Buchholzer said the first steps in the five-year program will be a new \$1,500,000 production line for manufacturing car air conditioner compressors and a \$250,000 plant addition. As a result of these moves, Airtemp estimates that several hundred employees will be added by Jan. 1.

Arvin Industries. The firm is now completing its new Gladstone plant in Columbus, Ind. The 55,000 square foot factory will be put into operation late this year.



Modern Truck Features That Mean Business!

Chevrolet trucks have got it! A full list of modern features that mean better business—on the job today and at trade-in time tomorrow!

When you get right down to it, any truck without all of Chevrolet's Task-Force features is still living in the past. Why risk losing money with an old-fashioned truck—both on the job and at trade-in time—when you can get a Task-Force model with the industry's most advanced features?

Most modern power—V8 or 6. There's longer life in Chevrolet V8's (extra cost in most models). With their short-stroke design—shortest of any leading truck—you can count on less friction and wear per

mile. If you go for sixes—Chevrolet's gas-saving valve-in-head sixes are famous for their dependability. All engines are sparked by a modern 12-volt electrical system for quicker starting and smoother going!

Most modern comfort and safety features. New efficiency-boosting advances like panoramic windshield, High-Level ventilation, softer seat action and concealed Safety Steps!

Most modern chassis features. New suspensions; new, more rigid frames; tubeless tires standard on $\frac{1}{2}$ -ton models!

See your Chevrolet dealer for details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

NEW CHEVROLET *Task-Force* TRUCKS





GIBSON'S W. C. CONLEY: A shadow on the appliance horizon is the dealers' fight for independence as full-line manufacturers and exclusive franchises make "captives" of dealers and distributors.



VICE PRESIDENT J. L. JOHNSON: Sales are up in 1955 and margins will be bigger on the 1956 Gibson line.

IN LAS VEGAS Gibson Shoots For Gains

"The appliance dealer will have to fight for his independence in 1956—through a decision whether to carry the best and most saleable products of several manufacturers, or to become a 'captive' dealer of one full line manufacturer," W. C. Conley, vice president in charge of sales of Gibson Refrigerator Co. told ELECTRICAL MERCHANDISING in Las Vegas, Nev., during Gibson's annual sales convention.

"Some dealers may not see the dangers inherent in going exclusively one brand until they find that their overall sales effort is weakened competitively because their full line may be weak in one or more products," Conley stated. "The dealer who leaves himself open to handle limited lines of those manufacturers who turn out only what they know best, will be building his competitive strength in his market."

How distributors might fare in the trend

toward full line manufacturers was pointed out by Conley in a press statement at the opening of the meeting which brought 500 Gibson distributor executive and 200 distributor salesmen for a two-day convention keyed to the theme "College of Sales Knowledge" at one of the plush resort hotels on the Las Vegas "strip". He said that ". . . The full-line operation forces the distributor to go in the opposite direction from what American business is finding to be a good policy—diversification. The independent manufacturers work with independent distributors who continue to have control over their own business futures. The distributor who carries the lines of a number of independent firms producing the various types of appliances makes certain he does not tie his fate to the policies of one firm. He . . . is assured that the manufacturers will help him make a profit since they know that this is

the only way they can continue to work for him."

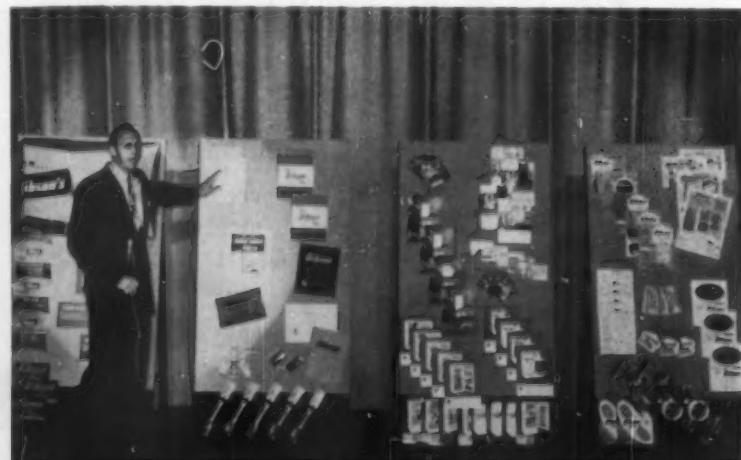
In casting Gibson's lot with the other independents, Conley stated that the company is "pledging itself to its distributors and dealers to sell its products only on its merits, with no tie-ins required, no mandatory purchases and a policy of free competitive operations."

Gibson in the Black. A keynote of optimism opened the "College of Sales Knowledge" with the announcement that the sales increases enjoyed by the company in 1955 had put the company in the black, and that dividend payments had been resumed. In a policy statement, J. L. Johnson, vice president and general manager, told the distributors and their salesmen that bigger margins would be available on the 1956 Gibson line, that the company had increased the size of its selling organization and had realigned its personnel to provide for greater specialization.

(Continued on page 116)



REFRIGERATION SALES MANAGER FRANK SACHA: The spotlight is on built-ins for 1956. Nearly 700 distributors saw the new line in Las Vegas, Nev.



SALES PROMOTION MANAGER FRANK FISHER: There'll be a 100 percent increase in trade and consumer advertising for 1956. Included is the "Home" TV show.

HERE IT IS...
the Biggest

SELLING PUNCH

in Room Air Conditioners

ONLY ONE—ONLY AIRTEMP
can give you this Golden PROFIT OPPORTUNITY in '56!

THE MOST COMPLETE LINE IN ALL ROOM AIR CONDITIONER HISTORY

**Conventional Window
Air Conditioner**

Your big opportunity to sell the vast home and apartment market with a new design, beautiful new styling in 5 flush-mounting models. The **FORWARD LOOK** in room air conditioners—another first for Chrysler engineering!

**Casement Window
Air Conditioner**

Your key to the fast-growing market of homes and apartments with casement windows. The original, the only *true* casement window design—4 models installed completely inside without removing glass or cutting window frame.

**IMPERIAL All-in-Wall
Air Conditioner**

A new concept in individual room air conditioning. A new, year 'round opportunity to sell homes, apartments, offices, motels. Installed out of the way in wall under the window 3 models. Beautiful inside—flush outside.

**IMPERIAL All-in-Window
Air Conditioner**

Ideal for homes, apartments, office and for any other location where outside projection of window units is not allowed or not desired. Three models mount completely flush outside with amazingly little projection inside.



THE MOST COMPLETE AND MOST EFFECTIVE PROMOTION PROGRAM

Spectacular advertising aimed at the *local* market—plus a tremendous co-operative program giving dealers a wide choice of proved selling helps for local use over their own identification.

And all made more effective by the fact that Airtemp Room Air

Conditioners are built and backed by Chrysler Corporation!

When you sell Airtemp, you never have to sell the name as well as the product—the Chrysler name *helps* you sell the product!

**Sound Like Easier Sales—
More Sales—More Profit?**

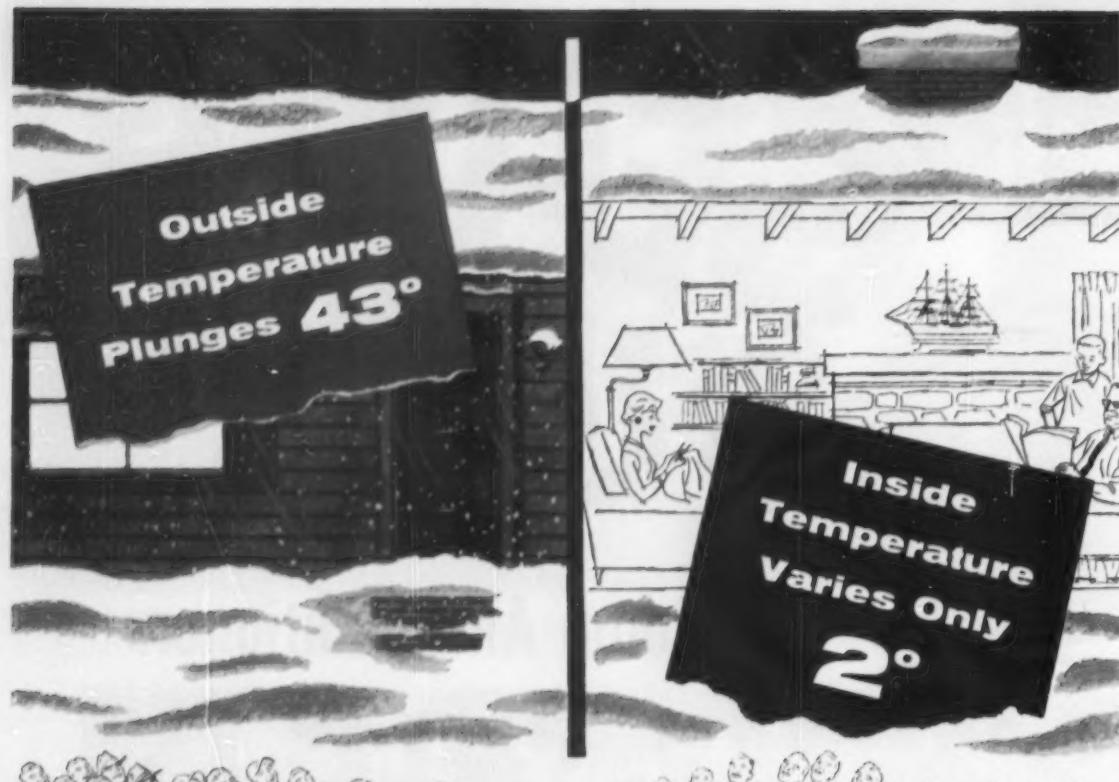
YOU BET!

DISTRIBUTOR OR DEALER . . .
IT WILL PAY YOU TO GET THE
WHOLE STORY WITHOUT DELAY!
WRITE AIRTEMP,
DAYTON 1, OHIO

TODAY!

**THE FORWARD LOOK
IN AIR CONDITIONING**

Airtemp
DIVISION
CHRYSLER CORP



Every
space heater dealer
should read this performance report
about the new 55 Gasapack control

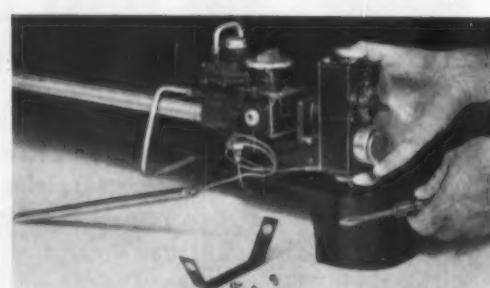
IN 60 hours . . . only 2° variation room to room, while the thermometer plunged from the mid-forties to zero. Here's performance you should be selling at a profit!

This action report of the MTS thermostat-controlled Model 55 Gasapack takes but a few minutes to read. And how worthwhile. Big 60-hour charts trace the precise modulating action responsible for this even, healthful comfort. It's documentary sales backing at its best.

Give yourself a break — sell trouble-free comfort. Satisfy your customers — give them the choice of any one of three add-on accessories to suit any personal comfort preference. Make sure the Model 55 Gasapack control is installed on the gas space heaters YOU sell.



**MORE POWER TO SELL —
 MORE EXCLUSIVES** than any other automatic gas control. All yours from A-P. Write NOW for your copy of this convincing 55 Gasapack Performance Report. The facts are notarized!



55 MTS MODULATING SNAP THERMOSTAT — easily attaches with a screwdriver — no need to break line. Electric-wall and modulating thermostats also available. Thermo-bulb modulates fire from high to low. Quietly snaps off when low fire is no longer needed. Ignition is at a point close to "wide-open" — eliminates burn-back in venturi. Absolutely silent operation. Single-knob adjustment.



BASIC CONTROL FOR LP-GAS does not have the pressure regulator as above (tank has own pressure regulator). Otherwise, operation and versatile performance is the same.

A-P CONTROLS CORPORATION



DEPENDABLE Controls

for Air • Liquids
 Gases • Refrigerants

2400 N. 32nd Street, MILWAUKEE 43, Wisconsin
 COOKSVILLE, Ontario, Nijmegen, Holland
 For Export: 13 E. 40th Street, New York 16, N.Y., U.S.A.

To back up the 1956 lines of refrigeration, air conditioning and ranges, Gibson announced a merchandising campaign that will include a 100 percent increase in consumer and trade advertising over '55. Leading the effort will be a 20 week television program beginning Jan. 19. Gibson's manager of advertising and sales promotion F. H. Fisher introduced this major advertising effort through a special movie which told the distributors and their salesmen about Gibson's sponsorship of Arlene Francis' "Home" show over 95 stations of the NBC network. Fisher described an elaborate program of point of sale merchandising that will be worked out with distributors and dealers through the field staff of NBC's merchandising department.

Contest for Salesmen. To increase enthusiasm and action of distributors' salesmen as they went home to their territories with the 1956 line of Gibson products, a contest was announced that will provide \$75,000 in prizes for their efforts between Oct. 25 and Dec. 23. Agency man Tom Chadwick announced the competition which will pay off in merchandise prizes from a national catalog house according to the points earned by distributors' salesmen for both the number of products sold and the number of new dealers franchised. He stated that the distributors' salesmen would be backed up by the biggest trade paper advertising campaign in Gibson history, and would include a mailing of 30,000 copies of the insert that appeared in November issue of ELECTRICAL MERCHANDISING.

Highlights of '56 line. Claiming the right of the specialist manufacturer to lead the industry with new ideas, Gibson's manager of refrigeration sales, Frank L. Sacha unveiled an engineering model of a deluxe refrigerator with its freezer compartment behind a swingout bottle rack. To be priced at "under \$400" this model, the "Strat-O-Master" is scheduled for production in January, Sacha stated. He showed models of the company's 1956 leaders, 9.87 cu. ft. models without retail list but costing the distributor about the same as the 1955 seven cu. ft. leaders. Further improvements in styling of the "Market Master"—the normal temperature box credited with much of Gibson's sales gain in 1955—were shown by Sacha with the announcement that other manufacturers would be following this idea in their 1956 lines with refrigerators designed for consumers owning a home freezer.

A $\frac{3}{4}$ h.p. room air conditioner that can be plugged in safely because it draws only 7.4 amps. was announced to Gibson distributors and their salesmen by J. F. Klitworth, manager of room air conditioner sales. This model will retail at \$279.95. Klitworth showed also the deluxe $\frac{3}{4}$ h.p. model, drawing 15 amps, a 1 h.p. model, and a low-priced 2-h.p. model.

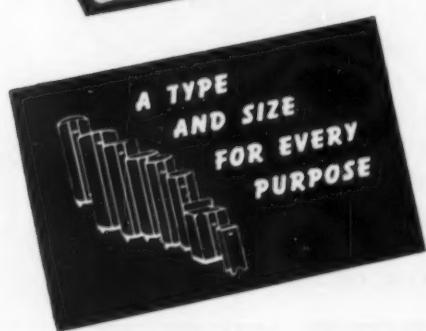
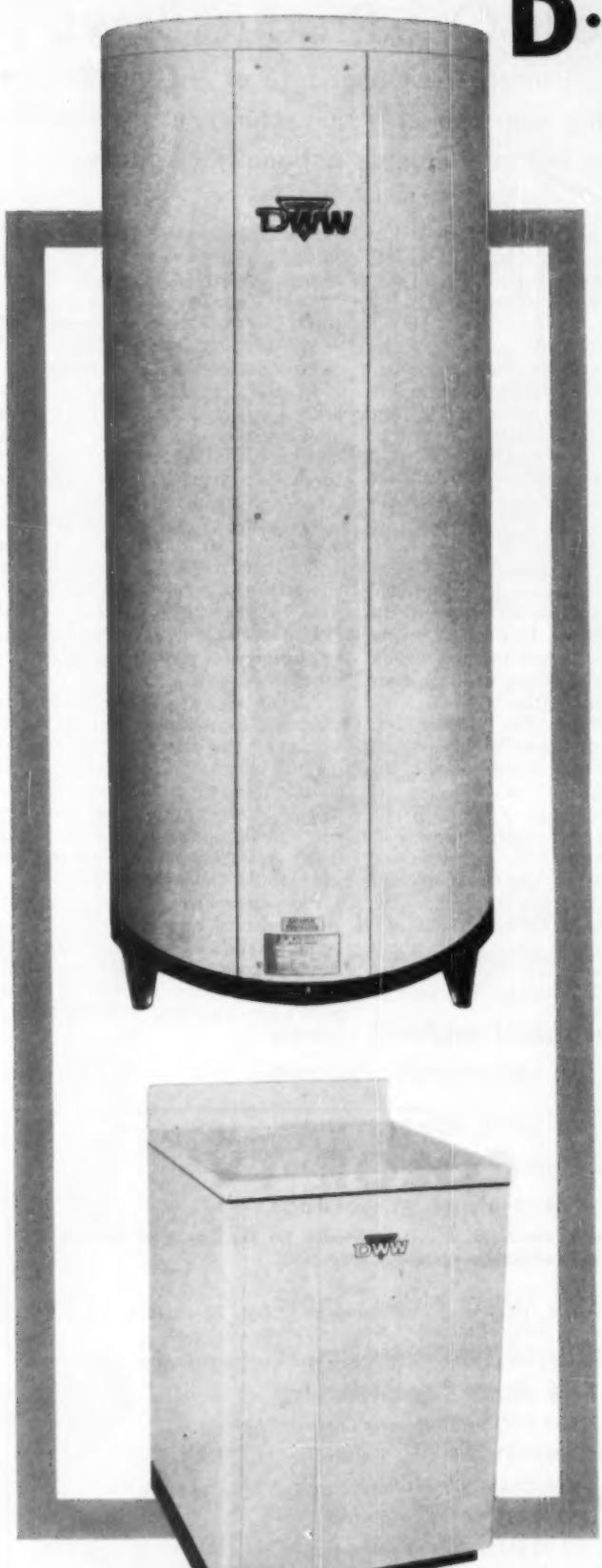
A new product development by Gibson was offered by E. K. Herring, manager of range sales. This was an adjustable, vertical broiler that slides into the runners of the top element of any range ever made by Gibson. It has 3,000-w. broiler elements.

D·W·WHITEHEAD'S big

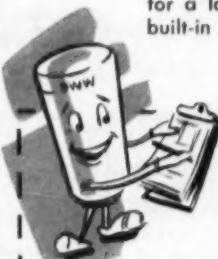
PLUS

FEATURES

**mean ready-made
profits for you**



You add a top-notch sales-maker to your force when you feature the water heater customers know and recommend—the automatic electric water heater by D W WHITEHEAD. Carefully engineered for long-lasting, trouble-free performance and general all 'round efficiency, DWW's assure plenty of piping hot water at a high fuel economy...and provide, for a low initial cost, all the important consumer benefits and extra built-in conveniences that make profitable sales history for you.



THE **BIG PLUS** FEATURES THAT SELL DWW

Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra heavy galvanized steel tanks • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, table top for extra work space • Advanced design • Adjustable thermostats.

- QUICK CONSTANT HOT WATER
- LONG, TROUBLE-FREE SERVICE
- HEAVY FIBERGLAS INSULATION
- LOW-COST OPERATION
- MODERN SPARKLING BAKED ENAMEL JACKET
- SAFETY AND CLEANLINESS

Liberal 10 Year Guarantee on Extra-Heavy, Copper-Bearing Galvanized Steel Tanks When Ordered With Cathodic Protection.

DWW Manufactures a 1-year, 5-year, 10-year and Stone Lined Water Heater.

GAS OR ELECTRIC—A DWW MEANS SUPERIOR PERFORMANCE

NATIONALLY ADVERTISED

D·W·WHITEHEAD

D. W. WHITEHEAD MFG. CORP.
1216 Walnut Ave., Trenton 9, N. J.



DEMONSTRATING FEATURES of the new Frigidaire refrigerator is general sales manager H. F. Lehman, right. Assistant general sales manager Harold Mattern, left, and Thomas A. Arminio, manager of Frigidaire sales for New York, watch.

Frigidaire: A Lift To Sales

The new line bows with a splash after being introduced to dealers via a musical extravaganza; more color, new features spark the line

Frigidaire kicked off its 1956 sales season last month with a nationwide unveiling of the new line. Key features in the new array: more color and more innovations.

The company is now offering top model appliances in a choice of four colors—Mayfair pink and Sheffield gray as well as last year's Stratford yellow and Sherwood green. Also, decorator panels are available for refrigerators to give even the white appliances a touch of yellow, green, blue, pink, maroon, or copper.

Among the new selling features in 1956 lines are: 1) an ice ejector

device which extracts the ice cubes from the trays and stores up to five pounds of ice, and 2) a new filter in top model ranges which eliminates smoke and fumes.

In all, the new line includes 11 refrigerators, 11 free-standing electric ranges, three automatic washers, three electric dryers, and two upright food freezers.

Spectacular Introduction. The new line was introduced to dealers with an elaborate show wrapped up in typical Broadway and Hollywood techniques. Six traveling road shows with a cast of 30 professionals toured the nation to give retailers their first glimpse of the 1956 models. In all, 41 key cities played host to the show.

Skits—many set to music—illustrated selling points and situations while technicolor movies were used to show the new appliances. In a filmed message to dealers, Mason M. Roberts, GM vice president and head of Frigidaire, told the retailers that by 1960 appliances sales would increase 27 percent and by 1965 unit sales would stand 51 percent above today's figures.

The presentation emphasized good service and retailers were also urged to sell the owners of appliance that are one to ten years old. Frigidaire is planning an auto-industry type campaign to "obsolete" these units by offering new styling and more features. A \$100,000 consumer contest was also outlined to dealers.

The public got its first look at the new Frigidaire products on Nov. 16 when the line was unveiled officially. An extensive ad campaign, including a network television program and space in national magazines, will boost the new products.

Solar Radio Bows



ADMIRAL CORP. unveiled a transistor, solar-powered radio last month that could conceivably last a lifetime without repair. Operating off the rays of the sun, the portable can also be switched to battery power. The unit is still experimental and no production plans have been announced.

Three-In-One Product Bows...

... as the first appliance of NuTone, Inc., a diversifying door chimes manufacturer; mixer-blender-sharpener will be available nationally by January

NuTone, Inc., manufacturer of door chimes and ventilating fans, is diversifying into the appliance field with a three-in-one mixer-blender-knife sharpener.

The convertible unit sells for \$59.95. By early this month, the item will have been introduced by department stores in key cities east of Denver. West coast distribution will be set up next month and by early next year the product will be available to appliance dealers throughout the country.

Sales manager Bill Kokofer explained that the unit is being introduced chiefly through department stores and jewelers, but eventually appliance stores will be used as outlets, too. NuTone distributors will handle the new product along with the company's chimes and fans.

New Concept. The product consists of a central power unit equipped with a 300-watt motor—double the power used in most mixers, according to NuTone officials. From each end of the power unit comes a drive shaft that operates the knife sharpener and blender at one end and the mixer at the other. Six speeds regulate the power for the different uses.

The power unit alone weighs about six pounds and the total weight of the unit is 17 pounds. The item is white and gray.

Planning A Product. President J.

Ralph Corbett said NuTone has been planning the diversification move for three years. Starting with door chimes, Corbett's company has continually expanded—into hoods and ventilation fans, signal devices and electric heaters for the bathroom.

In planning a new kitchen appliance, Corbett sought the help of an alumnae group of a large woman's college. The Cincinnati organization agreed to make a market survey in return for a scholarship fund.

According to Corbett, the first survey showed that women wanted a kitchen appliance that could be easily stored and one that did several jobs. The study showed lack of space and lack of electrical outlets were key considerations in the use of electric housewares.

NuTone designed its mixer-blender-sharpener combination and the same women's group did another survey taking 300 units into homes and demonstrating them to get reactions. After a year of testing and revising, the present unit was released. Corbett said that a meat chopper and slicer may be added to the appliance in the future.

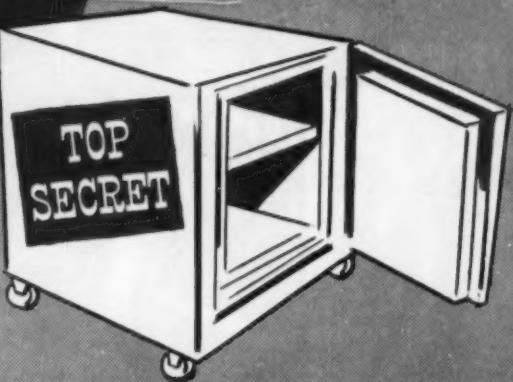
Production Plans. The unit will be produced in a new plant NuTone is building on its 18-acre plot in Cincinnati. When completed, the plant will have a production capacity of 1000 units a day, according to sales manager Kokofer.

COLOR TV

The network schedules of color television for the month of December includes the following programs:

- DAILY**, Monday thru Friday (with exception of Dec. 20 and 21), 3-4 EST, NBC—"Matinee" dramatic series.
- DAILY**, Monday thru Friday, 5:30-6 EST, NBC—Howdy Doody.
- DEC. 3**, 7-7:30 EST, CBS—Gene Autry.
- DEC. 4**, 7:30-9 EST, NBC—Maurice Chevalier Show.
- DEC. 6**, 9:30-10 EST, CBS—Red Skelton Show.
- DEC. 8**, 8:30-9:30 EST, CBS—Climax.
- DEC. 10**, 7-7:30 EST, CBS—Gene Autry.
- DEC. 12**, 8-9:30 EST, NBC—"Sleeping Beauty" with Saddler's Wells Ballet.
- DEC. 13**, 8:30-9:30 EST, CBS—Dicken's "Christmas Carol."
- DEC. 17**, 7-7:30 EST, CBS—Gene Autry.
- DEC. 17**, 9-10:30 EST, CBS—Ford Star Jubilee.
- DEC. 20**, 8-9 EST, NBC—Milton Berle.
- DEC. 20**, 9:30-10 EST, CBS—Red Skelton.
- DEC. 24**, 7-7:30 EST, CBS—Gene Autry.
- DEC. 24**, 9-10:30 EST, CBS—"Babes In Toyland."
- DEC. 27**, 9:30-10 EST, CBS—Red Skelton.
- DEC. 29**, 8:30-9 EST, CBS—Climax.
- DEC. 31**, 7-7:30 EST, CBS—Gene Autry.

York

psssst!JUST OPENED!**York's Confidential Sales and Product File for 1956!****And it's dynamite!**

Want a sneak preview of a revolutionary new type of room air conditioner . . . one that will set the industry looking to their research labs? York has it!

Want the low-down on the sensational and fabulous Grand Slam Profits Plan? York has it!

Want an earful on a new approach to national and local advertising? York has it!

Write your name and address
in the coupon and
mail it today!

YORK

*the quality name in air conditioning*

**Secret Agent X13
York Corporation
York, Penna.**

Yes, I'm eager to hear about York's dollar-making Grand Slam Profits Plan and that revolutionary new kind of air conditioner that people will break down the doors to buy.

Name _____
Company _____
Address _____
City _____
State _____ Zone _____

Cory Buys Mitchell

The two Chicago firms combine to make "the world's largest" in air conditioning; Mitchell will become a division of Cory with Alsdorf as president

The Cory Corp. has purchased all capital stock of the Mitchell Manufacturing Co. Purchase price was not disclosed but Mitchell assets are estimated to be in excess of \$3 million.

The Mitchell company will operate as an independent division, but wholly-owned subsidiary of Cory. J. W. Alsdorf, Cory president, will be president of both Cory and the Mitchell division. B. A. Mitchell, founder and president of Mitchell Manufacturing will step down as active head but will serve Cory in an advisory capacity.

Alsdorf said that no changes in personnel are contemplated except that A. N. Pritzker, chairman of the Cory board, will occupy a similar post for the Mitchell subsidiary.

"Otherwise we will maintain Mitchell as a separate and distinct subsidiary," Alsdorf said. "Current Mitchell distributors and dealers will remain the same and will operate under the same policy they have in the past."

Fresh'nd Aire Stays. Alsdorf also said that the Mitchell division will be competitive with Cory's Fresh'nd Aire division which makes air treatment appliances, including air conditioners.

"Acquisition of Mitchell means that consolidated sales of the two firms will make Cory the largest manufacturer of air conditioners in the country," Alsdorf said. "Cory and Mitchell com-

bined production is scheduled far in excess of 166,000 air conditioning units in 1956." He added that combined sales volume for the two firms will be about \$50 million in 1956.

B. A. Mitchell started his privately-held company 25 years ago with a capitalization of \$400. As his reason for selling, he expressed a desire to devote his entire time to his chain of shopping centers, real estate and other investment interests.

"I still wish to maintain a close but less active relationship with the air conditioning industry," he said, "and want to see Mitchell maintain its position of leadership in the field. Sale of the company to the Cory Corp. fulfills both these desires."

Mitchell's Line. In addition to room and packaged air conditioners, the Mitchell company manufacturers fluorescent lighting fixtures and a line of radios, phonographs and high-fidelity equipment.

Alsdorf said his firm was particularly gratified at getting Mitchell's distributor-dealer set-up which he called "by far the industry's finest." He added, "This is the most significant merger to date in the air conditioning field. We are sure it will result in improved, higher-quality, lower-cost products. Distributors and dealers will benefit through more efficient marketing methods and increased sales."

Con Edison Reports Progress...

... in its two-year old fight to update wiring in New York City; the utility's "Magic Link" film is being used by 108 companies in 40 states

Con Edison sat down with 300 builders, financiers and architects last month and made an accounting of its adequate wiring campaign in New York City.

Admitting that "we have only scratched the surface," Con Edison vice president Louis A. Schofield told the meeting that the amount of money needed to re-wire New York City is greater than the assets of most large corporations. But adequate wiring already has stimulated large-scale spending.

"We estimate that this (adequate wiring spending) represents an investment of more than \$50,000,000 so far in equipment and labor to say nothing of the fact that it has opened up a larger market for electrical appliances," officials said.

Cut Appliance sales. "Inadequate wiring was restricting the sale of appliances as well as the sale of electricity to operate them," according to

J. C. Murtha, sales promotion manager of Con Edison. "Surveys of appliance dealers had shown us a good percentage of heavy duty appliances sold were returned because inadequate wiring did not permit their use. In the case of air conditioners the figure ran as high as 25 percent."

C. Wesley Meyrott, reporting on the progress made in two years, said that "More than 14,000 one and two-family houses have been re-wired."

Link To Public. During the two-year drive, Con Edison's color movie, "The Magic Link" has been shown to more than 200,000 persons in New York at 16,000 showings. The film has been offered to other utilities and 209 prints have been distributed to 108 companies in 40 states.

The utility has also distributed its booklet, "Adequate Wiring, the magic link to electrical living," to more than 300,000 persons.



FIRST ELECTRONIC RANGE receives the final touches while president Alan P. Tappan watches it roll off the production line of the company's Mansfield, O. plant.

Tappan Is The First...

... with an electronic range; it costs approximately \$1,000 retail but it can cook almost ten times as fast as a conventional range

Tappan Stove has a new range. It's electronic. It will bake a potato in five minutes—almost ten times as fast as traditional ranges.

Alan P. Tappan, president of the 75-year-old manufacturing firm, said the electronic range will be available this month "to consumers in several of the nation's major markets."

The ranges have been field tested for over a year. "Development has progressed so rapidly," Tappan said, "that we are able to offer at the outset the highly popular built-in model. It will be about the same size as our electric built-in oven."

Cool Dishes. Besides reducing cooking time from one-half to one-tenth, the electronic oven cooks so fast that the cooking dish remains cool. Temperature controls have been eliminated on the new unit and the housewife merely selects high or low speed and sets the timer. The range timer is calibrated in seconds for the first three minutes. When cooking is completed, the range turns off automatically.

Raytheon Manufacturing Co., which marketed the first commercial electronic range one year ago, is providing the microwave unit for the Tappan stove. Operating on a 220-volt electric current, the electronic range can operate with the same type cable used in the electric range. It requires no special installation or plumbing.

Plant Expands. To provide production space for the new appliance, Tappan is building a \$300,000 addition to the Mansfield, O., plant. Expansion is also under way at the company's wholly-owned subsidiary,

O'Keefe and Merritt Co., Los Angeles.

The electronic unit uses the same type of energy which transmits the Ultra High Frequency signal on a television set. For this reason, the Federal Communications Commission has assigned a wave length of 2400 megacycles for cooking. Officials say the range will not interfere with radio or television reception.

For '56; A Drive



THIS IS THE SEAL of Operation Home Improvement, a year long drive aimed at selling the American public on sprucing up the homestead. Backed by an estimated \$200 million worth of advertising from the housing, construction, plumbing and electrical industries, the campaign will urge the public to make major improvements in the nation's housing. At the local level, bankers, contractors, plumbers, electricians and appliance dealers will be urged to work together to make home improvement buying easier.

Full Steam Ahead!



**AN ESSENTIAL
APPLIANCE ACCESSORY**

SSS-T STEAM IRON CLEANER concentrate is a new non-acid, non-caustic product. This economical easy-to-use solution removes internal scale deposits safely. Available to appliance dealers and appliance service stations for use and resale. Order from your jobber or write manufacturer for the name of your nearest supplier. **SOME DISTRIBUTORSHIPS STILL AVAILABLE.**

Manufactured by
FAST CHEMICAL PRODUCTS CORP.
94-16 34th Road,
Jackson Heights 72, N. Y.

**Quick
easy way**
to make pipe connections
**FOR LAUNDRIES, DRIERS,
REFRIGERATORS,
AND OTHERS**

Model CT—with flared joint
for copper tubing



SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

Sales And Profits Are Up . . .

. . . for many manufacturers during the first nine months of 1955; for some firms the nine month total tops all of 1954

The nine-month financial reports of most appliance manufacturers made happy reading last month. Among the companies reporting were the following:

RCA. Sales for the first nine months were \$740,662,000, an increase of 12 percent over the previous record—\$660,345,000 of 1954. Net profit was \$30,995,000, also up 12 percent. Third quarter sales set a record at \$36,136,000, or 17 percent above last year.

General Electric. Sales for the first nine months totalled \$2,245,958,000, up four percent from last year's figure of \$2,167,397,000. Earnings were \$141,359,000, also up four percent from last year's record \$136,191,000. Third quarter sales were a record \$722,007,000, topping 1954's \$719,800,000.

Hoover. Net earnings for the first nine months were \$3,304,129, compared to last year's \$1,873,943. The nine-month figure exceeds the best full year in the company's history with the exception of 1947. Third quarter earnings were \$953,403, more than double last year's \$453,563.

Sylvania. Net earnings for the first nine months were \$9,556,210—more than total 1954 earnings. The nine-months figure is 55 percent of last year's \$6,166,226. Third quarter earnings were \$3,468,191, ahead of last year's same period by 31 percent. Net sales of \$216,242,559 for the nine months were nearly eight percent ahead of 1954's figure. Third quarter sales were up five percent.

Motorola. Sales totalled \$153,978,232 for the nine months, up ten percent from \$139,504,053 for the same period last year. Earnings were up six percent, from \$4,590,067 last year to \$4,885,848. Third quarter sales were \$60,685,113 and earnings were \$1,940,847. In making the announcement, president Paul Galvin said Motorola is selling color sets, but "the big volume market in color sets is still two to three years away."

Philco. Sales for the first nine months were \$269,218,000 and net income was \$4,854,000. This is up from last year's sales of \$249,726,000 and earnings of \$2,275,000. Third quarter sales were \$91,177,000 and income was \$1,279,000.

Sieger. Sales in the first quarter of the fiscal year were \$3,094,957 and income was \$192,399. Sales are up 6.5 percent from 1954's \$2,904,008.

Magnavox. The fiscal year, which ended June 30, saw the largest profits in the firm's history. Earnings were \$2,426,087 as compared to the previous year's \$2,102,530. Sales were \$55,071,765 against \$62,974,430 for the preceding year. During the first quarter of the new fiscal year, profits were 30 percent above last year's earnings. Net profit was \$564,807, as

compared to \$331,729 in 1954. Sales were \$13,322,884, up 30 percent from last year's \$10,347,538.

Webster-Chicago. Earnings for the first nine months were \$691,476, compared to \$236,894 last year. Sales were \$21,847,039, up 10.5 percent from last year's \$19,754,747. Sales in the third quarter increased 18.6 percent, from \$7,015,933 to \$8,325,979, while earnings jumped from \$74,060 in 1954 to \$630,300 in 1955.

Hoffman. Third quarter sales were \$11,866,375, up 43 percent from the second quarter. Quarter profits were \$515,113. Sales and earnings for the nine months took a dip from last year's totals. Sales were \$29,220,714, compared to \$32,750,904 last year, and earnings were \$934,292 this year, compared to the previous \$1,139,421.

Videotown Surveyed

The eighth survey of Videotown (New Brunswick, N. J.) reveals that the second-set market has not materialized as expected and there is increasing interest in color.

Surveyed as a typical American city, Videotown revealed that TV set sales jumped in 1954, reversing a downward trend. As saturation neared, sales were dropping, from 2,777 in 1950 to 1,555 in 1953. But in 1954, sales climbed again, to 1,793.

Researchers from Cunningham & Walsh Inc. found that many people did not expect to buy a set but found themselves in a position to do so. About 25 percent bought because of reduced prices and special offers. Some received the set as a gift and others said it was cheaper to buy a new set than repair the old.

In the past, sales to new owners accounted for more than half the sales, but this trend was reversed in the first few months of 1955. Only one-fourth of the sales were to new owners and the rest were replacements.

Surprisingly, the second-set market has not developed as anticipated. The number of two-set homes was five percent in April, 1954, and seven percent in June, 1955. Reasons for the slow expansion were "Don't need it" or "The house is too small." Most two-set owners only keep their second set until the tube wears out. The second receiver is usually relegated to the bedroom (44 percent) or recreation room (33 percent).

This year, 17 percent have seen color TV, double last year's number. Two-thirds liked color better than black and white, but most of the Videotowners said they would not want to pay more than \$336 for color.

Because of interest engendered by the World Series, 11 major dealers sold five color sets—two to bars and three to private individuals.

Complete **GUIDE** to Trade-In Profits



Hold the line on appliance trade-ins and you'll hold the line on profits. With lower list prices and smaller profit margins it's all the more important that you keep your trade-in offers in line. The Trade-In Blue Books will help you do just that!

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Spiral Antenna

This is the best-performing UHF indoor television antenna for all channels which is guaranteed to outperform all others.

It's more modern design and finer engineering assure you of television reception at its highest peak, with nothing to adjust.

Channels 2-83

\$9.95 LIST PRICE

Model 101 Indoor Antenna For Channels 2-13
Beautiful golden spiral which performs as well as it looks... the highest signal gain possible. **\$9.95 List Price**

Model 303 UHF Indoor Antenna For Channels 14-83
Unsurpassed reception in UHF areas with this proven and accepted indoor antenna which works better in tough areas. **\$5.95 List Price**

Wrought Iron TV Stands—A complete line of the finest wrought iron TV stands engineered to support the heaviest sets... List price from **\$8.95 to \$17.95**

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1970: Future Looks Good . . .

. . . according to survey; residential kwhr sales to be four times today's figure, with consumer's share of GNP gross national product up 10 per cent

A tremendous jump in residential kwhr sales is forecast in the latest electrical industry survey by Electrical World, a McGraw-Hill publication, which predicts that by 1970, sales will be four times what they are today.

This year's 121.2 billion kwhr sales represents an increase of 11.7 per cent over last year, and in 1956 a further rise of 10.8 per cent to 134.2 kwhr is seen. By 1970, however, Electrical World sees figure hitting 461.5 billion kwhr.

The magazine's annual forecast pointed out that today's gross national product (goods and services) amounts to approximately \$385 billion. As that GNP is produced and sold, 70 per cent or \$268 billion is the real income of individuals. By 1970, it is expected that the consumer's share of GNP—\$567 billion—will reach 80 per cent.

With consumers today looking for added comfort and convenience through more use of electrical gadgets, it stands to reason that with the consumer's share of the GNP going up, still added comfort will be sought through still more electrical gadgets.

A fairly steady growth in home building—varying between 1.2 and 1.5 million units per year between now and 1970, assures an equally steady gain in residential customers who need electrical gadgets.

Of course, all this means more electricity, too. The customer's average cost of electricity today is less than the cost of a pack of cigarettes a day. By 1970, it will be no more than the pack of cigarettes and a bottle of beer. But, the consumer will be getting a bigger bargain for his added cost—three times as much energy as he uses in 1954 at a cost of only 2½ times as much.

Growth In The '60's. Most of the expansion and rapidity in growth of sales (merchandise as well as residential kwhr sales) will come in the 1960's. Three reasons are advanced for this:

1. We have expanded tremendously, populationwise and otherwise, and the wave of super expansion needs time to be absorbed before another growth period.

2. Military spending in the next few years is not likely to increase as in the past decade.

3. The children born during the post World II baby boom will grow up in the 1960's and will be getting married—resulting in more housing and more need for products of the electrical industry.

How're we going to produce these goods and services? Today's working force of 62 million will be more than 75 million in 1970, and they will be working fewer hours per week, probably around 35 hours as compared with today's 41. Adding it up, 21 per cent more people will be working only 4 per cent more manhours.

For each manhour worked in 1955,

\$2.91 of the national product was produced. If the GNP is to reach \$567 billion in 1970, it will require an output of \$4.13 of goods and services each manhour in a 35-hour week.

Productivity Increases. As a result, the key factor in our economic growth is increasing our output per manhour, or increasing our productivity. Increasing our output per manhour to the level we'll need in 1970 will call for a productivity increase of 2½ per cent a year. Since 1950 productivity has increased about 2 per cent a year. But good years have seen gains of over 3 per cent. With the improvements in our technology that are already possible, we should easily be able to increase productivity the necessary 2½ per cent a year.

Thus, increasing our output per manhour will make it necessary to use more kwhr per manhour—another sign of continued gain.

Adding everything, Electrical World expects total kwhr sales to be more than 2½ times today's level by 1970, and that takes into account quadrupling residential, tripling commercial, doubling industrial and "other" sales.

Promotion Briefs

• **Zenith Radio Corp.** has announced the winners of 160 vacation trips to Bermuda, eight trips to Paris and one Cadillac. Vice President L. C. Truesdell said the awards were made on the basis of sales from mid-June to mid-September.

• **Hotpoint** has a new promotion item—a "rainy day newspaper bag." The waterproof container is distributed free by local news agencies or magazine stores. According to D. D. Thompson, merchandising manager, the sales message reaches the home.

• **Norge** is offering a giant Christmas stocking—seven-foot high and laden with toys—with the purchase of a Norge appliance. Retail value of the stocking is \$42.50, officials said. Dealers will distribute at least 30,000 assortments, Norge men estimate.

• **Sub-Zero Freezer Co., Inc.** is sponsoring a "Mink for Mom" sales contest for its salesmen. Winning salesmen will get a selection of mink garments. The contest runs from Nov. 7 through Jan. 8.

• **Toastmaster** has launched a TV promotion campaign on ABC's "Famous Film Festival." The Sunday night show is seen in 57 major markets, according to William E. O'Brien, vice president.

• **Ray-O-Vac** has launched a series of "catalog" ads in leading consumer magazines. The ads are timed to a seasonal or natural selling time and are aimed at making Ray-O-Vac's "entire family of products even better known to consumers and dealers."

Let The Discounters In

That's the advice of NARDA director Al Bernsohn to the U. S. Chamber of Commerce; says gap is narrowing between legitimate cut-throat dealer and discounter

The discounter is becoming respectable and the traditional retailer has learned to pare his costs to match cut-prices. That's the opinion of A. W. Bernsohn, managing director of NARDA.

Speaking to the American Chamber of Commerce executives in Milwaukee, Bernsohn said, "The old lines of demarcation between the two types of retail outlets that once existed so violently side by side are being erased. The department store that once sported floor walkers with boutonnieres and spats now operates a warehouse where a fast buck is to be turned and a deal made. The specialty appliance store that once coasted is now equipped with better business controls and a harder-working crew of salesmen because it knows that you have to have volume to support either reduced prices or the relatively exclusive rights to a brand name. And the discounter now is treating customers courteously and learning that, appealing as price alone can be as a buying incentive, it's paltry alongside that of a fair price plus good service."

Let Them Join. After tracing the growth of appliance discounters, Bernsohn made these recommenda-

tions to the Chamber of Commerce:

—Invite them (the discounters) to join the Chamber providing that they had a store location, sold out of inventory instead of catalogs, and carried known, brand merchandise.

—Invite them to be members of committees working out codes of advertising ethics and other services to protect the customers—not to protect anyone in the community against the pressure of competition.

—Put more emphasis on individual industry promotions such as National Radio and Television Week.

—Join with the Better Business Bureau, the local dealers and the District Attorney's office in the prosecution of any elements in your business area that operate in such a manner as to defraud your community's citizens.

Bernsohn added, "There are almost as many types of discounters as there are numbers of them. Among these there are many who are making a substantial contribution to our economy and many who are so contemptible in their operation you should get to know them better so as to discover how best to exterminate them from your community."

• **Knapp-Monarch Co.** announced the formation of a new subsidiary—the Insta Products Co. of St. Louis, Mo. The firm's products will include camp stoves, lanterns, blow torches, and outing jugs. James T. Culp has been named vice president and director of sales of Insta Products, according to Robert S. Knapp, president of Knapp-Monarch.

• **Snyder Mfg. Co.** will launch a year-long celebration of its silver anniversary beginning Jan. 1, according to president Ben Snyder. The company started in a basement in 1931 and Snyder's first employee, Walt Crosby, is still with the firm.

Manufacturer Briefs

• **Admiral Corp.** produced its 5,000,000th television receiver at the end of October, according to W. C. Johnson, vice president-sales. Placed side by side, Admiral's TV production would cover a distance of approximately 1,500 miles, officials estimate.

• **Whirlpool-Seeger Corp.** is in production on its new line of home freezer units. According to vice president John W. Craig, retail distribution is scheduled for January. He said, "Our recent purchase of International Harvester Co. . . . enables us to introduce a new line of freezers nearly a year in advance of our original plans."

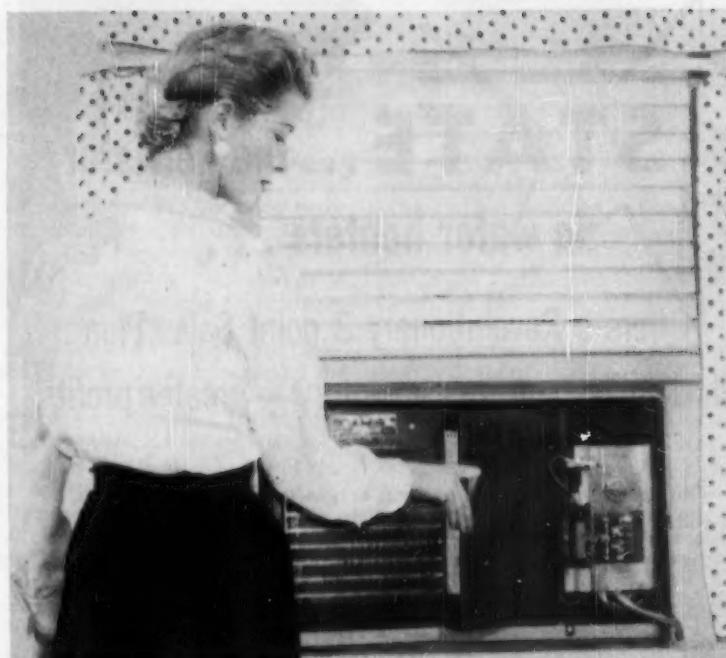
• **Proctor Electric Co.** has received an Award of Merit from the President's Committee on Employment of the Handicapped. Seven percent of Proctor's personnel are in the "physical handicapped" category, yet "careful job placing make it possible for these people to satisfactorily perform a great many important production and clerical jobs."

• **Motorola** is offering a "dealer factory caravan" to provide factory visits for retailers in 1956. Distributors can offer the trips to dealers on a cooperative basis with the factory as incentives for retailers.

• **Eureka-Williams** has completed the purchase of Thor Corp's Bloomington, Ill. plant for \$450,000. Thor also recently sold its Cicero plant to Danly Machine Specialties for \$1,559,000. The new Eureka plant covers 180,000 square feet in two buildings.

• **Webster-Chicago** has purchased the White Cap Products division of White Cap Co. The million-dollar purchase makes Webcor the largest manufacturer of electrical steel lamination in the midwest, according to president Titus Haffa and board chairman R. F. Blash.

• **Perfection Industries** division of the Hupp Corp. has sold its six-story plant in Cleveland, O. for \$600,000. Buyer was the M. K. W. Co.



AN ELECTRIC FILTER is a key feature in the forthcoming RCA-Whirlpool air conditioner. The new product from the Whirlpool-Seeger Corp. also has a heater element to permit year-round use.

RCA-Whirlpool: First Move . . .

... is a room air conditioner with an electronic filter and a heater for year-round use; introduction is set for January 1

Whirlpool-Seeger has announced its first new product—a room air conditioner with an electronic filter and a heater element.

To be marketed under the name "RCA-Whirlpool", the new unit will be available to the public after January 1. Demonstration models have already been delivered to distributors.

John W. Craig, vice president and director of merchandise department, said the development is the culmination of more than two years of engineering research by RCA. He sees the new conditioner, with its heater element, as an important factor in building year-round sales.

It Filters More. The unit absorbs more than three times the impurities collected by the ordinary filter, Craig said. The air conditioner cleanses air by drawing it through an electronically charged mat which captures lint, pollen and dirt.

Officials said that independent laboratory tests show that the electronic filter removes airborne particles ten times smaller than those trapped by conventional filters. Even particles as tiny as 1/25,000 of an inch are stopped.

The air conditioner's heating element provides for warming cold air drawn inside during winter.

Cabinet Manufacturers Plan

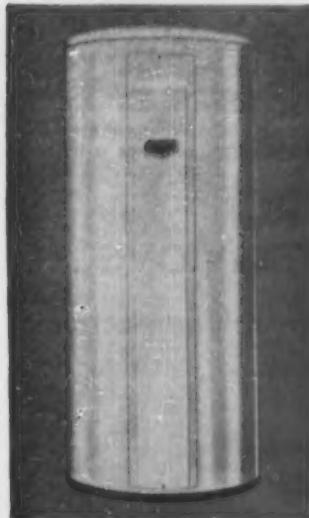


DISCUSSING THE SUCCESSFUL 1956 Steel Kitchen Cabinet month are left to right, D. G. Fanelli, Crosley-Bendix, C. K. Reynolds, Jr., Republic Steel Kitchens, M. M. Miller, Miller Metal Products, Inc., C. Fred Hastings, American Kitchens, and E. J. Catlin, Morton Manufacturing Co. At its recent Chicago meeting, the Steel Kitchen Cabinet Manufacturers named September, 1956, as the next Steel Kitchen Cabinet Month.

**STATE... the new star
in water heaters . . .**

Offers a Revolutionary 3 point Sales Plan
which gives you less inventory — greater profits.

No matter what line of electric or gas water heaters you sell, weigh it against the profit possibilities of this State 3 point plan:



1. A crisp \$10.00 bill for any heater replaced within the warranty period.
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3. A one year free "Service Policy" on the entire heater.

Add to this a full line of deluxe and standard heaters, gas and electric, available in both glass and hot dipped galvanized lined tanks, and you have a water heater line to set the sales pace in any market. For full details and prices, write, wire or fill out the coupon below.



Also available in Standard or Deluxe Table Top, Lo-Boy and Corner Models with either glass lined or hot dipped galvanized tanks.

Another State Profit Maker...

GAS AND ELECTRIC BUILT IN COOKING UNITS IN COLORS, STAINLESS STEEL OR COPPER.



Available in Standard or Deluxe models, three capacities and choice of glass lined or hot dipped galvanized tanks.

Be sure to ask for prices and specifications on the fastest growing units in the appliance field

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Please rush full information on Electric Water Heaters Gas Water Heaters Electric and Gas Built in Cooking Units.

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EXCLUSIVE DEALERSHIPS were advised by C. W. Theleen, left, of G-E, in talk on future trends in appliance business to San Diego Bureau of Home Appliance sales conference. With Theleen, are left to right, new bureau president Ivan Lauritzen, FHA administrator W. L. Forward Jr., and John K. West, NBC.

Concentrated Selling Is Urged

... by General Electric's C. W. Theleen; more than 400 attend the fall conference of the Bureau of Home Appliances in San Diego

Appliance-TV dealers were urged to concentrate their selling efforts on one full line, or at the most two, instead of many competing brands, by C. W. Theleen, manager of customer relations for the major appliance division of General Electric Co., in his featured address to more than 400 dealers, distributors and salesmen at the annual fall conference of the Bureau of Home Appliances in San Diego. Repetition helps impress, continuity helps to sell, he continued, advising the group to "take a look at Sears-Roebuck."

Good times, good products and willing-to-buy customers with disposable income will provide a marketing man's Garden of Eden during the coming decade, Theleen stated. He pointed out that California is expected to be the largest state in the Union by 1965. The average customer today is earning between \$4,000 and \$5,000, and by 1965 he may be earning \$10,000. And the appliance industry will be ready for this disposable income, Theleen forecast, stating that already a renaissance of design, with built-ins and color, is accentuating obsolescence and making possible new concepts and decorative freedom.

Fanning the Flames. Impressive report on activities of the Bureau of Home Appliances and the San Diego Gas & Electric Co. was given to the annual sales conference by utility advertising manager F. M. Raymond who showed how the bureau and the utility had jointly spent more than \$250,000 in 1955 to "fan the flames of appliance sales."

A 20-year housing boom for San Diego County was predicted to the group by the local FHA Administrator, Walter L. Forward Jr. He stated that: 1.) Families who can afford to

buy are increasing twice as fast as housing facilities; 2.) Savings are increasing rapidly; 3.) The birthrate continues high, accentuating the need for larger homes. He noted that the average family which buys a home today with no down payment has \$900 in the bank.

New Officers. Ivan Lauritzen, radio-TV-electronics instructor at San Diego Junior College and Vocational School was installed as new president of the Bureau of Home Appliances. Dealer Jerry Heilbron and distributor Ed Nystrom are the new vice presidents. Sam L. Hall continues as treasurer and J. Clark Chamberlain remains secretary-manager. Lee Bornstein is the outgoing president. Robert Covell was chairman of the program for the sales conference.

It's Happened!

It had to happen. General Electric—and many others—have taken their contest winners to the Caribbean. Mitchell took dealers to Paris. Then Westinghouse took them around the world. Now, finally, someone is offering a trip to the moon as a prize.

Cincinnati Gas and Electric Co. and Cincinnati Electrical Association are co-sponsors of the contest, which began last month.

"This is not a gag or a stunt," said Ed W. Hodgetts of CG&E. He said experts agree that space flight is possible in this generation. The "out of this world" promotion is aimed at boosting television set sales.

If the winner doesn't want to go to the moon, by the way, he can accept \$1,000 instead.



EASY DOES IT, says Commercial Credit's v.p. Tom McDavid as he offers advice to Seattle meeting of NATA. He and Mort Farr, right, spoke at the San Francisco and Seattle meetings.

Sales Swing Toward Peak...

...in '59, '60 and '61 according to estimates given at the West Coast profit clinics; NARDA members are advised on credit procedures

Appliance-TV dealers are approaching a period that should see their sales volume soar well beyond any limits the industry has ever considered, according to Dan Packard, the McCann-Erickson Co., and former sales manager of Kelvinator, in his talks to the NARDA Profit Clinic in San Francisco, the Profit Clinic of the Northwest Appliance & TV Assoc. in Seattle, and to dealers in Vancouver, B. C.

He pointed out that the relatively high volume years of '52, '53 and '54 were achieved: 1.) after the consumer had satisfied the backlog of needs created by the war; 2.) in a period that saw family formations at an all time low because of the low birthrate during the depression years; 3.) when there was no 10-year cycle of trade-ins to stimulate business. If the industry can sell the volume it did in spite of those handicaps, said Packard, think what it can do in such years as '59, '60 and '61. The high birth rate of the early war years will then be resulting in the largest number of family formations the country has ever known, and the 10-year cycle on trade-ins of appliances purchased just after the war will be in full swing.

With Packard on the programs of the San Francisco and Seattle profit clinics were: Mort Farr, chairman of the board of NARDA; Ed Heggerty, director of sales training, Westinghouse Electric Corp.; George Johnson, appliance-TV dealer from Minneapolis; and T. O. McDavid, vice president of Commercial Credit Corp.; J. P. (Kip) Anger, assistant national sales manager of Motorola spoke at the San Francisco meeting, and Paul Wendel spoke at the Seattle clinic. Mort Farr was featured at a meeting of the Appliance Merchandisers Assoc. at Phoenix, Ariz., en route.

Credit Is The Keypoint. Many failures of appliance-TV dealers are the result of too much credit from friendly distributors, said Tom McDavid, v. p. of Commercial Credit Corp., in his talk that lauded credit as the lifeblood of the appliance-TV business but warned against abuse of it. He observed that too many dealers are scattering purchases thinly among many suppliers and that problems of credit are bound to result from the practice. Many dealers feel that it is necessary to carry many lines in order to satisfy customers, he said, but what they are doing is to substitute wide display for an honest selling job.

McDavid derided the idea that there is any formula for minimum capital required for an appliance-TV business, but suggested that the dealer have enough of his own money invested to warrant having distributors and lending institutions invest in his concern. In his advice to dealers in San Francisco and Seattle, McDavid suggested that they: 1.) Pay off on floor plan merchandise as soon as it is sold so that the payments don't slip into general funds; 2.) Beware of the open account, which can be more deadly than contracts; 3.) Get substantial down payments so that it is to the customer's interest to keep up payments; 4.) Carry adequate insurance so that the balance is paid off with the death of the contracting party.

Profits in Re-Manufacturing. Key to the independent dealer's success in the present market is his handling of trade-ins, said dealer George Johnson of Minneapolis. He felt that dealers are making a mistake in wholesaling the used products they take in trade. There's a profitable market for the dealer who will recondition, test and guarantee his used merchandise and

then display and merchandise it, said Johnson, who pointed out that his store does \$12,000 in used appliance sales for each \$100,000 in sales of new appliances.

Johnson suggested the practice of using color in refinishing, and related his success with this idea. He stated that his salesmen are taught to talk proudly of the refinished merchandise, thereby not putting the customer in the position of having to apologize for buying used instead of new.

Take the lead out of your thinking, out of your selling and advertising and out of your pants, suggested Ed Heggerty in a dramatic talk that urged a fresh outlook on selling problems. He told dealers in San Francisco that for every two appliances sold on the West Coast in the 10 years since the war, three will be sold during the next five years.

Heggerty's statement was backed up by a local speaker, A. James McColum, advertising and publicity manager of P. G. & E., who said that the Bay Area population would increase five million in the next five years—translated into sales, this increase would mean the sales of nearly 13 million electric appliances, he said.

Enthusiasm for salesmen. The most important person in the chain of selling is the retail salesman, Kip Anger of Motorola told the NARDA group of 200 dealers and salesmen in San Francisco. If the salesman fails in his personal contact with the cus-

tomer, then all the efforts of manufacturer, distributor and dealer have been to no avail, he said. Salesmen should be taught to treat customers as human beings, to sell them what they want and then to keep in touch with them, Anger stated.

At the San Francisco meeting, the story of "Operation Snowflake" was presented by James Dickerson, co-director of trade relations for the Curtis Publishing Co. Ted Hahn, appliance merchandising manager of Life magazine presented a film which illustrated the rise of the middle income group which now accounts for 83 percent of the purchases of luxury goods. He predicted that 1960 would bring the biggest boom in the country's history, with tremendous opportunities for the sales of new appliances, color TV and complete kitchens.

W. J. Lee of Sherman Clay presided as program chairman of the San Francisco meeting. Clarence Dulfer is president of the local NARDA group and Carl Hagstrom served as attendance chairman for the meeting.

In Seattle, Mike Wood of Auburn, Wash. was general chairman of the Profit Clinic and presided at the afternoon session. Jack Hite, president of NATA opened the profit clinic and presided at the evening session. Ken Lindsay presided at the morning meeting. Tom Carmichael, Geo. Weiss and Bert Pierce served as a program committee.

also Thomas A. Edison's birthday week—are ARI, EEI, IAEL, NARDA, NAED and NEMA.

• **NEMA** held its annual meeting in Atlantic City last month. Keynote speaker for the four-day convention was Carlos F. Romulo, Philippine Ambassador to the United States.

• **St. Joseph, Mo.** dealers heard an address Nov. 10 from Al Robertson, Oklahoma City retailer and NARDA board member. The banquet was the first time the TV and appliance dealers of St. Joseph have gotten together.

• **The Muskegon Appliance and TV Dealers Association** heard a talk Nov. 8 on "Salesmanship" by Stuart Greenley, Flint retailer.

• **Radio-Television Association** members in Kalamazoo, Mich. recently attended a seminar at Western Michigan college to hear five experts lecture on television servicing.

• **The Chicago Electric Association** recently observed its 30th anniversary with a luncheon. Among the speakers were A. H. Schneider, association president, C. C. Simpson, managing director, and board members H. C. Moses, C. B. Thorsen, and R. P. Gwinn.

• **The National Association of Domestic and Farm Pump Manufacturers** elected F. E. Myers II as president at its 23rd annual meeting. John Hosford was named executive secretary, succeeding Herbert C. Angster.



QUESTION FOR SPEAKER T. F. Galvin, right, General Electric, is presented by V. P. Gayle, left, Gulf States Utilities Co., Beaumont, while L. L. Koontz, Appalachian Electric Power Co., looks on at the Southeastern Electric Exchange sales conference.

Selling That Clicks In '56

That's the theme of the recent sales conference of the Southeastern Electric Exchange; color, built-ins, and a changing market mean new opportunities

Featuring a theme of "Selling that Clicks in Fifty Six," the Southeastern Electric Exchange held its annual general sales conference late in October at the Biltmore Hotel in Atlanta, Ga. Approximately 200 representatives of Southeastern utilities attended.

Chairman C. L. Osterberger, Louisiana Power & Light Co., New Orleans, opened the meeting, declaring that sales opportunities in 1956 should be as good as they are this year and that concentrated selling efforts by the entire electric industry would prove it.

Developing the theme of "Our Sales Opportunities" further, Edwin O. George of the Detroit Edison Co., told the conference that "in many of our sales plans and practices we are not measuring up to the tremendous opportunities that lie ahead. In view of our circumstances and our outlook today, doubling customers' use in the next ten years strikes me as a very short-sighted goal to shoot for."

Hugh G. Isley, Carolina Power & Light Co., Raleigh, told his hearers that sales coordination between manufacturer, distributor, dealer and utility company is imperative today and will be even more imperative in the years to come in order to meet the greatest challenge in selling the industry has ever faced.

The Picture Tomorrow. In his talk titled "Yesterday, Today and Tomorrow", John C. Sharp, president of Hotpoint, Inc., outlined the great change which has taken place in the American home in the past 25 years. Back then, said Sharp, about 1000 kwh per year was the average usage in the home. With the coming of the war, the picture changed decidedly with high em-

ployment, creation of a money supply and a demand for a better living.

"The result was a fine atmosphere for exceeding the usage of electricity in the home," said the speaker. "The entire industry continued its growth, up some years, then a leveling, but then on up on a definite trend line. . . . Today, what has actually taken place is a social change. Higher pay, higher levels of education, have brought millions of new customers into the 'possible' column. This same social revolution has brought some other problems also.

"Business is not done in the same manner as prior to the war. We see mass distribution and selling, pre-packaged goods, sales stimulation methods of a much different character than was used during the old days. A woman can now buy a girdle in the super-market, where she also buys the fattening foods that make the girdle necessary. Nylons are sold in drug stores and aspirin is retailed in grocery stores."

Sharp concluded that if the industry faces up to its problems—mainly wiring and service—now, it will in the future find that sales continue upward, but "if we do not provide the answer to the desire of the American home, then the market goes to some other industry which has been more farsighted."

Selling Is The Backbone. Speaking on "Selling Today's Market", Jack R. Cherry, Philco Corp., Philadelphia, declared that "selling is the backbone of our industry and the greatest concern of all retailers today. . . . It stands to reason if you 'sell' you can exchange your product for a reasonable

price and at a reasonable profit. . . . To sell you must have a market and the public must be able to buy. Let's take a look at today's market. I know it's fashionable to be optimistic but gentlemen, we here in America have a good reason to be optimistic. The reason for my optimism is—because poor people are fast disappearing from a prosperous United States.

"In terms of purchasing power, the average family today has 47 percent more money to spend than the average family had in 1935—even those in the lower income brackets have doubled or tripled their net earnings. These facts are of tremendous importance to those of us who sell appliances for the home. Our markets must be evaluated as they are today, and not by the income standards of 1935, 1945 or even 1950. We must establish entirely new methods of selling if we are to fully appreciate the potentials of today's market."

Built-Ins, Color Discussed. The technique of selling built-in kitchens and color appliances was discussed by T. F. Galvin of General Electric Co. Said Galvin: "Color, along with built-ins, we believe, will raise the major appliance business to new heights. Both innovations have been slow to get started . . . but in the first nine months of this year 18 percent of G-E major appliances have been sold in color, and over 80 percent of our kitchen cabinets.

"Surveys have disclosed a growing preference by housewives for color in the kitchen, a preference which grew from less than 5 percent in 1946 to over 50 percent in 1954. . . . Sales have begun to take off—smart builders are latching on to the built-ins and proving they sell houses faster. Venerable department stores have discovered it to be a real merchandising tool."

Galvin declared that in 1955 less than eight percent of major appliance

sales are built-ins but that by 1960, he predicts, built-in appliances will account for more than 20 percent of the total. Outlining the great potentialities for sales through solid utility support of the program, Galvin said built-in manufacturers needed the promotional support, manpower, advertising dollars and prestige of the utilities to attain the ultimate in mass selling in today's market.

Other Speakers Listed. Other speakers on the conference program were Harilee Branch, Jr., Georgia Power Co.; J. M. McKibbin, Westinghouse Electric Corp., Pittsburgh; S. S. Bradford, Potomac Edison Co., Hagerstown, Md.; Allen C. Mustard, South Carolina Electric & Gas Co., Columbia; Paul Hallingby, Jr., Middle South Utilities, Inc.; Cooper Green, Alabama Power Co., Birmingham; G. S. Dunn, Appalachian Electric Power Co., Roanoke, Va.; R. W. Wages, Georgia Power Co., Atlanta; George Halsted, Motorola, Inc., Chicago; F. E. Wiat, Cincinnati Gas & Electric Co.; George C. Shenk, U. S. Steel Corp., Pittsburgh; Miss Elizabeth Parker, Georgia Power Co.; Miss Vivian Marshall, New Orleans Public Service, Inc.; Miss Edith Hitchcock, Alabama Power Co.; Fred Kreiser, E. L. Wiegand Co., Pittsburgh, and R. J. Miller, Cleveland Electric Illuminating Co.

John W. Talley, executive director of the Exchange, was in charge of all arrangements for the Atlanta conference.

Ed Hinchliff Dies

Edwin L. Hinchliff, 64, the general sales manager of Amana Refrigeration, Inc., for 11 years, passed away of a heart attack Oct. 27 in San Antonio, Texas. An executive in the appliance field for 33 years, Mr. Hinchliff retired from his Amana post July 31.

Servicemen: "It's Your Move"



A NEW BOOKLET—"It's Your Move"—has just been published by General Electric's product service section. Available to distributors on a no-charge basis, the booklet will be distributed to dealers in a move to improve the "department" of outside servicemen. Above is a typical segment of the book.

WRITE FOR ADMITTANCE PASSES TODAY



WINTER MARKET

January
9-20

APPLIANCES, TELEVISION-RADIO

Shown under one roof, with the leading lines of furniture—wood and metal—kitchen equipment, lamps and "everything for the home." . . . Here top management on the retail side—furniture, department, and specialty appliance stores—meets the top brass of the nation's leading producers . . . They get the right view of the season ahead; the advertising and display ideas, and the complete selling program of America's top appliance and TV-radio makers . . . Nowhere else is it so easy or so economical to pre-view the six months ahead!

American
Furniture
Mart

666 Lake Shore Dr., Chicago 11

NEW POSITIONS



RICHARD J. BAMBERG

Admiral Corp.—Richard J. Bamberg has been appointed sales manager of the freezer-air conditioner division of the corporation. Bamberg, formerly regional manager for the mid-south territory will be replaced in this post by Bodie L. Stahlschmidt.



CHRIS J. WITTING

Westinghouse Electric Corp.—Chris J. Witting, formerly president of the Westinghouse Broadcasting Co., has been appointed general manager of consumer products. An additional executive appointee is R. J. Sargent



R. J. SARGENT

who has been named general manager of the newly created major appliance division. Camille Beauchamp has been appointed as manager of the Westinghouse Home Economics Institute to succeed Julia Kiene.



NORMAN C. OWEN

CBS-Columbia—Norman C. Owen has been appointed vice president in charge of sales. Owen, formerly vice president in charge of distribution for Zenith Radio Corporation replaces Harry Schecter who has resigned.

Emerson Elec. Mfg. Co.—Howard Sample has been named manager of the company's newly formed Home Builders Sales Division. Sample was formerly New York district manager for the company.



H. MELVIN CARNAHAN

Chrysler-Airtemp—H. Melvin Carnahan has been named sales manager in charge of residential air conditioning and heating. Carnahan had formerly held the post of assistant sales manager. A regional appointment is that of Edward D. Farrell as St. Louis district manager.

General Electric Co.—Vernon W. Moritz has been appointed district sales manager of G.E.'s radio and television department at Dallas, Texas.



FRANK MITCHELL

Emerson Radio and Phono. Corp.—Frank Mitchell has been named sales manager for air conditioning. Mitchell is the former general sales manager for Remington Corporation. A regional appointee is J. Carl Brigance named district manager in Omaha, Nebr.

Landers, Frary & Clark—Regional appointments announced include Stephen W. Rich as district manager in Atlanta, Ga.; John R. Fisher in Greensboro, N. C., and Norman R. Simpson to a like position in Birmingham, Ala.

United States Air Conditioning Corp.—Frank D. Klein and Henry Rollens have been appointed to the newly created positions of southwest and northeast regional sales manager, respectively.

Apex Home Appliances—C. F. Pedretti has been named as Cincinnati district manager. Pedretti replaces Jack Scott who was recently promoted to sales manager of Apex's Ohio division.

Fedders-Quigan Corp.—G. Worthington Hippel has been named eastern regional sales manager. Hippel succeeds Ed Becker, recently named as sales manager, refrigeration division.

Raytheon Mfg. Co.—Leonard Hanat has been named manager of the Chicago sales territory.



W. A. FRIEDRICH

Hamilton Mfg. Co.—W. A. Friedrich has been appointed vice president in charge of sales. Friedrich takes over this post vacated by the recent advancement of R. G. Halvorsen to the executive vice presidency of the company.

Tappan Stove Co.—Recent field appointments include E. G. Simonds as territorial manager in an area comprising parts of eastern Texas and Oklahoma, and W. H. Eskridge to a like post in the state of North Carolina.

Sylvania Electric Products—Roland Connors has been named district sales manager for the radio and television division with headquarters in Minneapolis, Minn.

Sessions Clock Co.—Recent appointments include Harry P. Snyder as district manager of the Philadelphia territory and William P. Brown as sales promotion manager.

Philco Corp.—Philco has announced organization of a Metropolitan division to handle sales in the New York, Newark, Trenton and Philadelphia areas. Harold R. Sheer will manage the new division.

Servel, Inc.—A. C. Specht has been appointed manager of the mid-western region with headquarters in Chicago.



KARL H. CARSTENS

Magnavox Co.—Karl H. Carstens has been appointed advertising manager for Magnavox replacing B. L. Redden who has resigned. Carstens had most recently served in the capacity of retail advertising manager.



H. HENRY MARTENS

Proctor Electric Co.—H. Henry Martens has been appointed vice president in charge of sales. Martens was most recently associated with the Nesco Division of Merritt, Chapman and Scott as general sales manager.

Norge—Announcement has been made of the formation of the company's new central sales region with headquarters in Chicago. Dick O. Klein will manage the new operation.



WILLIAM J. HELT

Magnecord, Inc.—William J. Helt has been elected vice president in charge of sales for the company. Helt had been general sales manager of the company and is now in charge of sales for the tape recorder division and the Magnecord subsidiary, Magne Music, Inc. Charles McKinney has been named director of market merchandising for both company divisions.

Gibson Refrigerator Co.—William E. Brawner has been appointed to the newly created post of New York regional sales manager.



BAD WEATHER failed to dampen interest in the 1955 Audiorama at the Hotel New Yorker where nearly 150 exhibitors displayed their new radio, TV and high fidelity lines for 1956. Shown above is the registration table where visitors were given identity tags as dealers, distributors, manufacturers or visitors.

Audiorama Sales "Fantastic"

Dealers show enthusiasm about new lines of quality music reproducers; four day show attracts 30,000 in spite of stormy weather in East

Sales to dealers were "fantastic," officials of Audiorama 1955 reported after the four-day show at the Hotel New Yorker in October.

The affair coincided with the seventh annual convention of the Audio Engineering Society in New York October 12-15.

The show was ushered in by stormy weather, but attendance was about 30,000, slightly under last year's estimated 32,000. A record-breaking attendance could have been reached, officials said, if the weather had cooperated. Many dealers, distributors and others interested in the Audiorama indicated that they had intended to come until the storm hit. Many persons who failed to come were from the flood-swept areas of New England.

Nearly 150 exhibitors displayed their products, taking over some 200 rooms on four floors at the New Yorker.

Manufacturers were enthusiastic about dealer and distributor response to their new lines and one manufacturer, after only a few hours on the first day, reported he had sold enough merchandise to dealers that he could well afford to shut down his room exhibit and do a good year's business.

Dealer attendance, unestimated by show officials, was considered higher than last year. Some 2,000 invitations were mailed out and according to hotel officials, room reservations were considerable, indicating the high attendance.

In the main, dealers said they were happy with the products displayed and with the changes in lines for the coming year. However, they were sorry they could not spend more time with

manufacturers to observe the new products, find out more about them and discuss possible orders.

Especially noticeable was dealer interest in the quality music reproduction equipment. Among the foreign products, German-made hi-fi radios proved popular.

All in all, Audiorama officials said, everything went smoothly and they expect that for next year's show, an even greater number of dealers will be invited and present.

Norge Adds Color

The 1956 refrigerator line of Norge offers three separate storage compartments in one unit and 18 different color combinations.

The "Tri-level" model provides a separate freezing compartment for frequently used frozen foods—like ice cubes, ice cream and juice concentrates—in addition to the standard refrigerator and freezer compartments.

"Our handling of color is as practical for the dealer as it is versatile for the consumer," according to R. C. Connell, Norge vice president of sales. "We provide 18 color combinations but the dealer needs only four basic models. In addition, the homemaker can change the decor of her refrigerator any time she redecorates her kitchen."

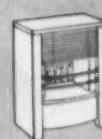
The new model uses a two-tone concept. Exteriors are finished in white, pink, green or yellow, and accommodate copper, satin-chrome, or gray lightweight aluminum panels over the upper part of the door.

They're All-Fired Good

Those L-P Gas Fired

Dearborn

Products!



The original Cool Safety Cabinet Gas Area Heater in a complete line of vented and unvented models.



A complete line of automatic gas water heaters featuring the "Glass-Guard" Model — a top seller.



Dearborn's Recessed Wall Furnace — now, quality-made Dearborn product for added sales. Finished in Dearborn Capertone, adjustable to fit any wall, in 17,000, 25,000 and 35,000 BTU sizes.

Every Dearborn product — from blueprint stage to finished product — is manufactured under strict quality control and made to meet a high standard of excellence. That's why the name "Dearborn" is often the clincher that closes the sale — because it's like a *guarantee* to your customers of dependability and performance. Yes, your customers depend on Dearborn — and for profitable sales and *more of them* —

Dollar-wise... it's Dearborn®

1700 W. Commerce St., Dallas, Texas

Regional Sales Offices:
1700 W. Commerce St., Dallas, Texas
884 N. Halsted St., Chicago, Ill.
3625 S. Grand Ave., Los Angeles 6, Calif.
1355 Market St., Mds. Mart, San Francisco, Calif.
565 Western Ave., N.W., Atlanta, Ga.



Good service makes good customers

Webb Manufacturing Co.
2918M N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

ranges radios air conditioners

TV washers refrigerators

FIRM NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS

For Radio, HiFi, TV
and Air Conditioners

For major appliances use Slingabouts



1 Deliveries by Santa

A"Santa Claus Delivery Service" which guaranteed delivery of appliance gifts by a uniformed Santa Claus on Christmas Eve, was an idea which brought a sensational sales increase during the 1954 holiday season for Robert Patterson, an appliance dealer in Englewood, Colo.

Patterson felt that many potential gift sales were never achieved because the element of surprise was lacking, and thus offered to insure surprise by delivering the gift at the proper time. This, he was convinced, would sell such hard-to-hide items as wheel goods, large toys, major appliances, etc., which would be difficult to conceal from the recipient in the home. Therefore, on the first of December, he ran a full-page newspaper ad, inviting gift-givers to make their purchases early, and scheduling the delivery at the proper time on Christmas Eve.

Results were eye-opening, Patterson reported. By December 15, the Engle-



SANTA employee of dealer Robert Patterson in Englewood, Colo., made 150 Christmas eve deliveries to customers who took advantage of store's 1954 offer.



PERSONAL visits were made on 50 of the deliveries so that Santa could do special honors for children. This year dealer Patterson will use three Santas.

wood store had written up 150 Christmas Eve delivery orders, almost every sale representing "big ticket" purchases. By Christmas Eve there were so many on hand that it was necessary to rent two extra delivery trucks and add more personnel to handle them.

Wisely making provision for unexpected volume, Patterson had restricted exact-time deliveries to those for sick or disabled children, simply guaranteeing that the gifts would arrive sometime Christmas Eve in other cases. "We bought only one Santa

Claus suit," he pointed out, "and thus could send Santa along on the truck only where he did the most good."

The "St. Nick" who came chortling to the doors of customers on Christmas Eve was a Denver University drama student, who executed every delivery with a flourish. All customers were asked to have the door unlocked so that Santa could simply pop in, deposit his gifts and shout "Merry Christmas" without interruption. Before the first ad was run, Patterson had held a "dress rehearsal"

and determined that it required an average of three minutes for each delivery.

Timing worked out well, and every gift was delivered well before midnight, Santa Claus taking care of some fifty stops personally. The rest were handed over at the door to the head of the house.

Weary, but pleased, Patterson reported that he could have used three Santa Clauses to meet his orders, and is preparing for a much more extensive "Santa Claus Delivery Service" for the 1955 Yule. *End*

2 How to Triple Lay-Away Volume

By RALPH MEYERS

Trend House,
Phoenix, Ariz.

ONE of the swiftest methods by which the appliance retailer can boost lay-away sales profits, we have found, is to realize the lay-away method of buying is still relatively strange to the largest majority of the population, and that it must thus be "talked up" vigorously, before it can be a real success.

That's the attitude which we took during the Christmas holiday season of 1954 and one which boosted our lay-away sales volume by more than 300% over the year previous. Because the sales program was well developed, got an early start, and featured an intriguing slogan, we found that we could not only create a log of additional lay-away buyers, but that we could also add many more large-unit sales which we might have missed.

Step number one was the creation of the slogan "Make it a painless Christmas this year!" We used this slogan in a dozen applications, including banner signs stretched across the top of the store just below the ceiling on wires, on every salesperson's coat

lapel, in button form, printed on our sales slips, etc.

Next, we began pushing the slogan, and with it the associated explanation of lay-away buying methods from mid-September instead of waiting until later in the season. We didn't put up too-early Christmas decorations but we did, however, begin spotting a few examples of handsome Christmas gift wrapping in all sections of the store, where they were bound to attract curiosity. At the same time, we cleaned out two storerooms at the rear of the store, optimistically hoping that we would be able to fill them up with lay away purchases by the arrival of Christmas time.

The next step was to install in the window an integrately-developed model railroad system, complete with two trains, tunnels, stations, signals, "scenery", etc., which amounted to an approximate value of \$250. We then advertised in local newspapers, on signs in the store and in the window itself, that the beautiful, complex layout would be given to a lucky

winner, for Christmas, participating chances in the drawing being based on the purchase of every \$5.00 worth of toy electric train equipment. This plan, we felt, would not only attract a lot of traffic, but would likewise encourage the customer to put electric train gifts in lay-away, buying several in the process, in order to have more chances to draw for the detailed model railroad system.

With the colorful signs calling attention to our lay-away system from mid-September, we found we had plenty of opportunity to "talk it up" to customers. For example, one local housewife inquiring as to what we meant by a "painless Christmas" became enthused when we told her that she could buy all of her Christmas gifts months ahead, paying as little as 50c per week toward the ultimate price, and after the explanation, she not only bought several small appliance gifts, but came in with a dozen other women.

We found that it nevertheless requires aggressive, personal selling to

put lay-away over. At the slightest opportunity, we collared customers shopping in the store early in the season, joked about the severe blow to the family's finances which Christmas usually represents, and then pointed to our "Make this a painless Christmas" slogan. This usually got the customer interested, we found, and gave us the opportunity to take them back to the lay-away storage room and show how future Christmas gifts were neatly stored, waiting pay out before the holiday itself. This carried an excellent impression, we found, with the result that we were able to sell around half of the traffic in the store through September and October on lay-away buying.

The net result was that by the end of October our lay-away business was so heavy that we had completely filled our two storage rooms at the rear of the store, and we were forced to find additional warehousing space. All in all, through this simple program, lay-away volume was increased around 315%. *End*

NEW folding platform attachment fits all **YEATS** dollies

carries TV models & chassis ends back breaking lifting & lugging!



Folds up when not in use!

Attached instantly, this ingenious new aid to TV and radio repairmen ends second story service problems when removing TV table models or chassis. With this new attachment, YEATS dolly users can use the dolly for chassis and table models as well as consoles . . . enjoy all the famous YEATS handling conveniences: 30 second strap ratchet fastening, caterpillar step glide and on-a-dime turning. Folding Platform is 13 1/2" x 24", priced at \$9.95. Call your YEATS dealer today!



YEATS "Everlast" COVERS & PADS

Washer Cover

Furniture Pad

SEND postcard for full information on our complete line TODAY!

YEATS *appliance*
dolly sales co.
Milwaukee 5, Wis.

2127 N. 12th St.

A Jewel of
MECHANICAL PERFECTION



Exclusive Shavitron Shredder. Umbrella Slinger keeps motor dry at all times. Quiet and vibrationless. Easy to install . . . easy to sell.

The Profit-Making
WasteMaster
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
NEW CASTLE, PA.

Please send literature on the
easy-to-sell WasteMaster.

Name _____
Address _____
City _____ State _____

Marketing Briefs

• Proctor and Gamble have introduced a new detergent especially for use in automatic dishwashers. The new product—Cascade—is green in color and is scented with a pine odor. Officials said the detergent is the product of three years of research and testing and is especially suited to cleaning china, glass and silver.

• Emerson Radio and Phonograph Corp. is adding two products to its line—tape recorders and sewing machines. President Benjamin Abrams said the policy is in line with Emerson's past diversification. The Vigorelli sewing machine is being made available to distributors and dealers.

• The Farmer magazine reports that a survey of 388 appliance dealers to Minnesota and the Dakotas revealed that 33.2 percent expect an improvement in sales to farm families in 1956. Another 46.4 percent expect appliance sales to be as good as 1955 while only 20.4 percent anticipate a drop.

• Lewyt Corp. staged a special sales contest during November to celebrate the relocation of its plant in larger quarters. Dubbed "Alex Lewyt's New Building Sell-eration," the contest will feature a five-foot trophy for the leading distributor.

• Canadian sales of major electrical appliances dropped to almost a post-war low in 1954, according to W. C. Kennedy, of the Canadian Electrical Manufacturers Association. Sales in 1954 dropped 27 percent from the totals registered in 1953.

• Jordon Refrigeration Co. will try to double its business volume in 1956, according to Harry Fogel, executive vice president. "We have high hopes that in 1956 Jordon Refrigeration Co. may hit the \$20,000,000 sales volume."

• Steam-O-Matic Corp. has been selected winner in the 5th annual Hess Brothers "versatility design and use contest." First prize in the electric housewares field was the Mix-O-Matic electric portable mixer and cutlery sharpener.

• Hotpoint has realigned its organization into product departments on the basis of predictions of the firm's business in 1960.

• General Electric predicts that 1955 air conditioner sales will total nearly 1.5 million and the annual figure will more than double by 1965. The company recently introduced its "Thin-line" unit which is only 16.5 inches thick.

• TV price increases have been announced by Bendix, General Electric, Emerson and Magnavox. Bendix prices have jumped \$5 to \$15 on all models. General Electric has recommended a \$10 increase in five out of 43 models. Emerson has increased 12 console models by \$10. Magnavox scaled about half of its models upward by "less than five percent."

the First clothes dryer vent
DRY-R-X
first in quality
first in price
first in sales
and first to offer:

1st Weather-proof hood with counter balanced self-balancing damper door.

1st Full flange, inside finishing plate and 12 inch starting pipe.

1st Choice of "Button Lock" aluminum pipe or inexpensive fireproof flexible tubing.

1st New low prices that provide best profit structure.

ASK your clothes dryer distributor or write for information on prices, literature and displays.



5521 COED AVENUE
MINNEAPOLIS 10, MINN.

This

is the best salesman
you ever had!

DEVIL DRYNESS! Walton's symbol for '55-'56. He'll bring you a volume on humidifiers in the winter equal to your volume on air conditioners in the summer.

For he gets around! In consumer magazines through the heating season. And in the only real merchandising plan ever offered by a manufacturer of humidifiers. Bill stuffers . . . newspaper mats . . . plus a novel greeting card that really detects dry air, all available so you can sell Walton humidifiers—the only real salable line of humidifiers.

Table models . . . rich grained, automatically controlled console models—all operating on the revolutionary principle of a centrifugal atomizer—no filter—no heating coils.

Build a large wintertime money making volume by writing today for "Devil Dryness and His Aids."

Remember the average home is drier than the Sahara yet less than 1/4 of all homes have proper humidification. Start today to sell this market by selling Walton.

Walton

COLD STEAM
HUMIDIFIERS

*Trade Mark—Manufacturers of the largest diversified line of humidifiers in the world.

Walton Laboratories, Inc., Dept. EM-12
Irvington 11, N.J.

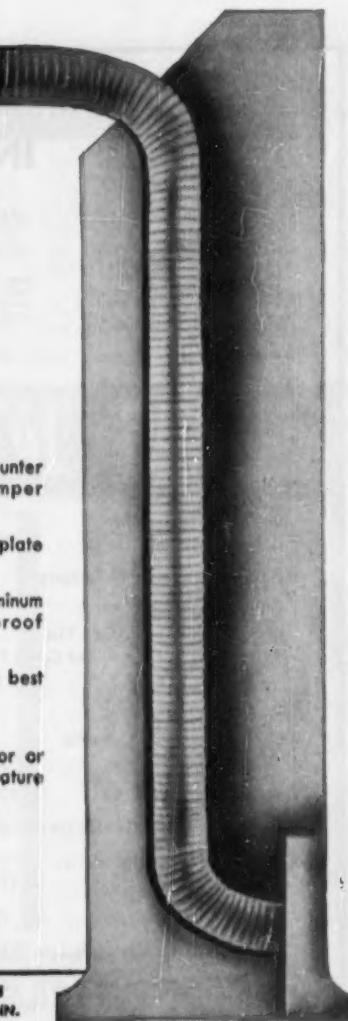
Please send me my copy of "Devil Dryness and His Aids."

Name of Store _____

Address _____

City _____ Zone _____ State _____

Signature _____



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Capehart-Farnsworth Co.	Gregnall Co., San Francisco, Cal.
CBS-Columbia	Luethi and Welch, Inc., Columbus, Ohio; Frank Edwards Co., Inc., San Francisco, Cal.
Chambers Ranges, Inc.	Lehan Distributing Co., Cleveland, Ohio.
Allen B. Du Mont, Labs.	Bomar Appliance Co., Inc., Knoxville, Tenn.; Ray Distributing Co., Jacksonville, Fla.; Cherry-Tolleson, Inc., Nashville, Tenn.; Major Appliance Distributors, Inc., Charlotte, N. C.
Gibson Refrigerator Co.	W. R. Beaman Co., Minneapolis, Minn.
Glenwood Ranges	Major Appliance Corp., Burlington, Vt.
Jordon Refrigerator Co.	T. J. Riley and Associates, Detroit, Mich.
Landers, Frary & Clark	Graybar Electric Co., Inc., Minneapolis, Minn.; Eau Claire, Wisc.; Hudson, Wisc.; Omaha, Nebr.; Sioux City, Ia.; Watertown, S. D.; National Mill Supply, Inc.; Fort Wayne, Ind.
Nesco	Horn and Cox, Los Angeles, Cal.; Allied Appliance Co., Boston, Mass.
Norge	Reinhard Brothers Co., Minneapolis, Minn.; Allied Distributing Co., Inc., Omaha, Nebr.; B. H. Spinney Co., Inc., Syracuse, N. Y.
Perfection Industries, Inc.	William Van Hoogenhuyze Hardware Co., Inc., San Antonio, Tex.
Revco, Inc.	California Built-In Supply Co., Oakland, Cal.
Roto-Broil Corp. of America	Graybar Electric Co., Los Angeles, Cal.; Butte, Mont.; Boise, Idaho; Certified Appliance Distributors, Los Angeles, Cal.
Servel, Inc.	Arnold Wholesale Corp., Cleveland, Ohio.
Sylvania Electric Products, Inc.	Paul Jeffrey Co., Inc., Syracuse, N. Y.
Symphonic Radio	Upstate Distributing Co., Wausau, Wisc.; Allen Co., Cleveland, Ohio; Geo. Rosen Co., Baltimore, Md.; Chief Electronics, Inc., Poughkeepsie, N. Y.; Robertson Supply Co., Orlando, Fla.; Sutton's Wholesale Electronics, Ft. Worth, Tex.; Allen's Merchandising Co., Racine, Wisc.; Stoddard Supply Co., Hagerstown, Md.; I. Lehroff & Co., Newark, N. J.; Long's Distributor's Inc., Binghamton, N. Y.; Carswell Distributing Co., Winston-Salem, N. C.; Barrons Radio Supplies, Butler, Pa.
Webster Electric Co.	Norman W. Kathrinus & Co., St. Louis, Mo.
Whirlpool-Seeger Corp.	RCA Distributing Co., Buffalo, N. Y.; Morris Distributing Co., Syracuse, N. Y.; Eddy & Co., Inc., Providence, R. I.
Youngstown Kitchens	Southern Wholesalers Inc., Shreveport, La.; Ozark Motor and Supply Co., Springfield, Mo.
Zenith Radio Corp.	Amarillo Hardware Co., Amarillo, Tex.; Apollo Distributing Co., Newark, N. J.

**MERCHANDISING
SUPPLEMENT
PRODUCTS
SERVICES**

For More Sales - More Profits

RATES:

\$23.10 per inch. Contract rates on request. An advertising inch is measured $\frac{1}{8}$ " vertically on one column. There are 4 columns—48 inches to a page.

KASSON Roto-Sho
ELECTRIC TURNTABLES

The action display way to boost your sales!

Model SM-10. ROTO-SHO JR. Costs only $\frac{1}{2}$ ¢ a day to run! Revolves 3 times a minute. Holds build-up display fixture permitting full use of display space. Carries 10 lbs. A.C. only.

Model XM-1. ELECTRIC CHRISTMAS TREE HOLDER-TURNER. Lights and tree turn 3 times a minute! Carries up to 15 foot tree, 200 lbs. Costs only $\frac{1}{2}$ ¢ daily to run. A.C. only.

Delivery out of stock in 24 hours!

Get FREE illustrated literature showing build-up fixtures, prices. Write today!

KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
32-14 Northern Blvd., Long Island City 1, N.Y.
Integrity Since 1919
Makers of fractional horsepower motors; skeleton and ceiling turntables for display industry use. Quantity discounts available.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS

The safe, easy and quick way to handle appliances.

Patented Step-On Lift — Retractable wheels. Cap. 1,000 lbs. Ship. wt. 45 lbs. REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

HAND TRUCKS

AZ-102 BALANCE TRUCK
CASTER X-75
No. 102 BALANCE TRUCK

For Safe and Easy Handling of Boxes, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio

ONE MAN delivers
A 350 lb. Appliance
ALONE!

HYKER
WALKS UPSTAIRS—
You Don't Drag It!
908 W. Lycoming • Phila. 40, Pa.

SEARCHLIGHT SECTION

CLASSIFIED ADVERTISING

OPPORTUNITIES: SELLING . . . EMPLOYMENT . . . MERCHANDISE . . . BUSINESS

RATES: UNDISPLAYED: \$2.10 a line, minimum 3 lines. To figure advance payment count 5 average words as a line.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Care of publication New York, Chicago or San Francisco. Offices count as one additional line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

DISPLAYED: INDIVIDUAL SPACES

with border rules for prominent display of advertisements.

The advertising rate is \$14.85 per inch for all advertising other than Employment Opportunities. Employment Advertising rate is \$20.75 per inch, subject to Agency Commission.

AN ADVERTISING INCH is measured $\frac{1}{8}$ " vertically on a column—4 columns—48 inches to a page.

Copy for new advertisements received in the New York City Office by December 13th will appear in the January issue, subject to space limitations.

**CHIEF
ENGINEER**

\$30,000

**Excellent Bonus and
Stock Option Plan**

A prominent manufacturer of mechanical and electrical products, publicly owned and profitably operated, with annual sales approaching \$50,000,000, offers an exceptional opportunity to a top-flight executive qualified for the position of chief engineer.

- The right man should be familiar with modern high production techniques.
- He should have successfully directed research, development and design in a company manufacturing industrial or consumer metal products.
- Preferred age—35 to 45 years.

Your reply may be brief and will be treated in confidence. It should include age, present connection and home telephone number.

P-8292, Electrical Merchandising
330 W. 42 St., New York 36, N.Y.

HERE'S A REAL DEAL!

**REBUILT
ELECTROLUX 30
MOTORS**

Rebuilt by EVCO

Here is just one of the hundreds of values in EDER'S great new 1956 catalog!

Be sure to get yours now. All inquiries and orders answered same day!



**ONLY
\$9.75
EACH**

FOB Detroit
1 YEAR GUARANTEE
IMMEDIATE
DELIVERY

The Largest Vacuum Cleaner Rebuilder and Parts Company in the Midwest

EDER VACUUM CO.

13345 LIVERNOIS

DETROIT 38, MICH

Please ship . . . Motors at \$9.75

Company Name . . .

Street . . .

City . . . State . . . Buyer . . .

WANTED

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through jobbers, dealers, distributors, department stores, mail order houses. Interested in new product to make and market. Basis outright sale or royalty.

BO-5580 ELECTRICAL MERCHANDISING

330 W. 42 St., New York 36, N.Y.

**MANUFACTURER'S
REPRESENTATIVE**

Leading manufacturer of top line of kitchen cabinets seeks representative now calling on distributors. Outstanding line with proved sales plan. Exceptional commission arrangement. Factory training.

RW-7953,
Electrical Merchandising
330 W. 42nd St., New York 36, N.Y.

SELLING OPPORTUNITY OFFERED

Broker wanted for new 20" fan. GE Motor. Safety guard. High commission. Jones Mfg. Co., 1016 Washington, Columbia, S.C.

#30 ELECTROLUX REBUILT SWITCHES
Sold outright or exchanged
Write for particulars
Rebuilt by
CENTRAL VAC. CL. CO.
4800 - 104 St. Corona, L. I., N.Y.

144 RAZORS \$400

72 Women "Hairemover" and 72 Men Taylor Made A.C. Dry Electric Razor. Postpaid. "National Directory of 2500 Discount Dealers" 66 pages free with purchase.

MAX SALTZMAN
Dept. EMM 7639 Hind Ave.,
North Hollywood, Calif.

**DISTRIBUTORS OF
VACUUM CLEANER
REPAIR PARTS
FOR ALL MAKES**
Write for Free Catalogue
Parts - Supplies - Brush
Rebuilding - Armature Rewinding
VIKING SUPPLY COMPANY
78-18 Jamaica Ave., Woodhaven 21, N.Y.



Greeting Friends!

(with even more apologies to Frank Sullivan)



HOWDY, folks, please let me sing
A carol to make the welkin ring!
It may be a little short on rhyme
But it's meant for thou and thee and thine!

Avant! Saluté! Prost! Skol!
Here's to Christmas, ja, jawohl!
Drink to Crosley's Tony Cascino
And down another to Tony DeFinol

And while I have the glass on high
I'll drink another to Perkins, Cy!
To Charlie Byron and Larry Dunn,
Clemens, Beatty and Sorenson!

Remember, please, it's time for fun
So I drink to you, Al Robertson!
To Kendall and Rogers of Good House
Whirlpool's Gray and Johnny Crousel

To Frances Armin, wiring's dame
And Leo Fox of NEMA fame;
To Arthur Hooper and Albert Byers
And Lovell's Schuler, Doll and Myers!

Raise a stein to Landers' Neece,
Then quaff again to Otho Reese!
To Easy's Reeve, Gus Burns, Dick Weiss,
And NARDA's leader, Harry Price!

Let's count our blessings, banish care,
Toast Norge's Connell and Judson Sayre,
Rieger, Sahloff, McBride (GE)
And Dormeyer's Marvin Allesee!

To Jack McDaniels, Haig and Haig!
Another bottle for Johnny Craig!
Light the candles, trim the tree,
A Christmas wish for you from me!

Bottom's up to Bernice Straw!
The same again for Capehart's Gaughan!
Fill the bowl, down all you want—
We pledge the health of "Doc" DuMont.

Mine host! Trot out all the viands!
Luscious food and vintage viands!
Ply with grub stout Wally Johnson;
Try some more on NARDA's Bernsohn!

Fill the tummy of thin Bill Hills;
Do the same with good Reese Mills!
Stuff our golfing friend, Hal Biddle
'Till he's bursting at the middle!

Carve roast beef, both thick and juicy
For Charlie Pritchard and Johnny Busey!
Chef! Find another succulent cut
For Charlie Lawson and good Glenn Hutt!

Yorkshire pudding and suckling pig
For Bill McDonough, Hank Bonfig!
Turkey and trimmings to Morgan (Hodge)
And a heaping platter to Bolin (Rog)!

Come make a pudding, rich with suet,
And feed it now to Alex Lewyt
And then another made of plums
So Walter Daily will look for Tums!

Let's trim the tree, wrap gifts galore
And send one pronto to good Bill Shaw!
To C. G. Frantz, Bill Orr, Al Bross!
Stanley Fisher and Lee C. Moss!

Tie a gift with holly and ribbon
And send it off to Jack McKibbin!
And if there's one that's specially nice
See that it goes to Gwilym Price!

God knows we all love A. C. Scott,
Jack Sharp, Bill Ogden and good Roy Bradt!
So give them all the best in sight
Not forgetting old Jack Knight!

Light all the lamps, make gay the window
For Hughie Brennan and Bobbie Coe!
For Ted McQuiston, Guenther Baumgart,
Marty Sheridan and Georgie Bogart!

Let's send some goodies to Francis Stern,
And both Flemings, Bruce and Bern,
To Parsons, Payor and Packard (Dan)
Hobart's Mason and Wolkenheim (Stan).

Hitch up the horses, hit the snow!
We've got a date with Chuck Reinholt;
We've got to sniff the air that tingles
With Johnny Biggi and Russell Gingles.

And if there's room inside our sleigh
Jack Wadell will hail the day!
So will Springfield's Solly Freeman,
Mason Roberts and Herman Lehman!

For driver, we want Billy Switzer,
He's a man that's rarely lit, sir!
Oh yeah? Well, hardly ever—
Just ask Jim Pierce and brother Trevor!

Singers, sound a loud hosanna
For Foerstner and Rishel of Amana!
For Lizzie Herbert and Hastings (Fred),
For Edie Ramsay and Clary (Red).

And when it's time for prayers, Good Lord,
Say one, please for Stanley Ford,
For Jack Poteat and "Webb" Theleen,
Pat Tilley and Phil Augustein.

Sing a psalm for Galvin, Taylor;
Add a verse for old Bill Saylor;
Still another for Bernie Hank
And a final paean for Sacha, Frank!

Come trip the light fantastic, pals!
Get a load of our beautiful gals!
There's Dotty Hogg and Vivian Overand,
Jessie Cartwright and Helen Kirtland!

Maxine Livingston, Verna Miller,
And Gaffney (Ruth), a killer-diller!
Watch you don't step on the toes
Of Maggie D. or K. Fladoes!

On Christmas morn, we'll pay a call
On Rushton, Joe and Berner, Paul!
On Ed McGinnis, Herbie Cook,
Ted Hahn of Life, Harmel of Look!

Hail, St. Louis, deck the hall!
Welcome Donald Rosenthal!
Hail the Leagues—IAEL
Working at the "Grass Roots" sell!

This creaking bard best wishes sends
To Cramer and Truesdell, a couple of "Len's",
And while we're wishing well, let's
Extend the thought to Herbie Metz!

The trouble with this Christmas pome
Is that it could be a tome:
A hundred friends I can't include,
Although I'm in the rhyming mood.

To those these parting words I say,
A Merry Christmas! from

Lawrence Wray

Editor

THE BELLES ARE WRINGING FOR YOU AND YOUR SALES



At Christmas time especially, let's not forget old friends—the belles who prefer to wring. Play the sales tune that's an old favorite of theirs. Display and demonstrate washers with Lovell wringers. This year, even more than last, the belles prefer to wring. And by the time the New Year rings in, approximately 1,300,000 women who wanted a washer will have bought a wringer washer. Along with this little sales reminder, we at Lovell send along our best wishes for a very Merry Christmas and a profitable New Year. Lovell Manufacturing Company, Erie, Pa.

Lovell
Wringers

THE NEW 1956 FABULOUS FOODARAMA by KELVINATOR

For traffic magic, sales magic, profit magic—there's still nothing else like it in the world!



Here is the world's greatest business-building appliance—now more beautiful, more colorful, packed with even greater sales appeal for 1956.

Never before has a new appliance won the hearts and opened the purses of American families so completely as the Fabulous Foodarama has done in a few short months. No other new appliance ever won such swift and wide acceptance. No other new appliance ever aroused such excitement, built such store traffic, generated such dealer sales volume both for itself and for a whole line of other appliances. There's nothing

else like it in the world! It set records from coast to coast.

Yet this smashing reception given the Fabulous Foodarama in the months following its introduction is already being topped by this new and greater Foodarama for 1956.

Get set with the Fabulous Foodarama and Kelvinator now for 1956. Give yourself the selling advantage of the great Foodarama engineering, styling and features you find in every model of the complete 1956 Kelvinator refrigerator line—the big Kelvinator differences that help make Kelvinator the most valuable franchise in the industry.

There's much of the Magic of FOODARAMA in every 1956 Kelvinator Refrigerator
FOODARAMA ENGINEERING • FOODARAMA STYLING • FOODARAMA FEATURES



Big
102 Lb.
freezer
at
the
bottom
Model K68F-12



Big
80 Lb.
freezer
at
the
top
Model K67F-12



And More
Features
than
you've ever
seen in
Any Line!
Model K47F-10



© Walt Disney Productions

More than ever in 1956—**Kelvinator** *Difference Means Dollars to You*

Division of American Motors, Detroit 32, Michigan